

**THE EFFECT OF IN-STORE VISUAL MERCHANDISING ON  
IMPULSIVE BUYING IN GENERATION Y  
IN FASHION INDUSTRY  
OF BANGKOK**



**WARANPATH PUNCHAYARATH**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE GRADUATE SCHOOL  
STAMFORD INTERNATIONAL UNIVERSITY  
MASTER OF BUSINESS ADMINISTRATION  
ACADEMIC YEAR 2016**

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**The Research has been approved by  
Stamford International University  
The Graduate School**

**Title:** The Effect of In-Store Visual Merchandising on Impulsive Buying in  
Generation Y in Fashion Industry of Bangkok

**Researcher:** Waranpath Punchayarath

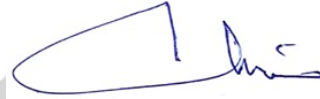
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### **Abstract**

Due to increasing competition in fashion industry, especially in Thailand market which is to international and localize brands, local retailers have been trying to differentiate their brands by using visual merchandising to stimulate the desirability of the fashion products. However, there is not enough evidence to support the effects of visual merchandising on customers' buying behavior. This research therefore aimed to explore the impact of visual merchandising (i.e. window display, in-store form display, floor merchandising, and promotion signage) on customer's emotional states (i.e. pleasure and arousal) and how the emotional states affect impulsive buying in fashion industry of Bangkok, Thailand. The survey was conducted on 420 males and females in generation Y who lived in Bangkok, and one visual merchandiser from H&M brand was interviewed to gain more insights for this study. The finding reveals in three majors areas including (1) there is a relationship between visual merchandising and emotional states (2) there is a relationship between emotional states and impulsive buying (3) there is a relationship between visual merchandising and impulsive buying. Moreover, this study provides sufficient evidence as why visual merchandising should be an important component in strategic marketing plan for fashion clothing business.

**KEYWORDS:** Impulsive buying, Visual Merchandising, Window display, In-store form display, Floor merchandising, Promotion Signage, Fashion industry

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# CHAPTER 1

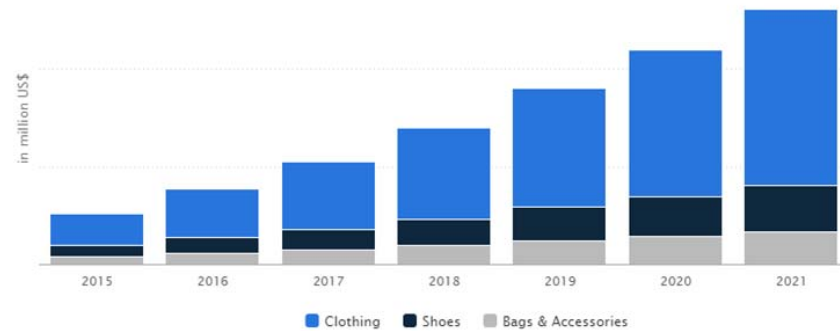
## INTRODUCTION

### 1.1 Background of the study

Fashion is something that we have to deal with every day of our lives, every morning we have to go to our wardrobes and choose what to wear today, even people who say they do not care what to wear; they also have a make a choice of wearing every morning (Durcanin, 1999). When the certain thing in the fashion industry is changed, it is probably affected by bombarded with a new fashion ideas from fashion icons, movies, music, books, and videos. For instance; Ray-Ban rapidly increased sales by 20% worldwide after the Men in Black movie launched starring Will Smith and Tommy Lee Jones (Pringle, 2004).

According to the article wrote by Durcanin (1999), the author mentioned that fashion can separate people into groups, cloths can reveal which group we are in and the styles can reflect who you are. It also creates stereotypes and distance between groups. For example, businessmen might look at a teenager, who has colorful hair with multiple piercings as a freaking and outsider. Fashion can tell a story about people who wear it. “Cloths create a wordless means of communication that we all understand”, as mentioned by Katherine E. Hamnett, a top British designer.

Regarding the fact of fashion growth in Thailand (Statista, 2016), revenue in fashion industry has been generated around US\$390 million in September 2016 and the revenue was expected to reach the annual growth rate of 27.4% in 2021. “Fashion” industry encompasses shoes and shoe care products, leather goods (e.g. leather bags, purses, briefcases, and suitcases), accessories (e.g. hats, gloves, and scarves) and clothing segments, which is the largest market segment in fashion industry with a market value of US\$251 million in September 2016 (*See Figure 1.1*). However, Thailand fashion industry is still very young comparing to European fashion houses as there are only few well-known brands from Thailand, who can enjoy international market such as Disaya, Naraya, Greyhound, Flynow, Milin, etc. Nevertheless, these brands will not be able to be successful if they did not have strong marketing plans.



**Figure 1.1** (Forecast) Revenue in the Fashion Segment

**Source:** Statista, September (2016)

Even though fashion industry has generate high revenue and growth rate, popular fashion always keeps on changing and it is close to unpredictable for the future trends. Fashion was considered as a temporary cyclical phenomena adopted by consumers at a particular time, and it has proven over a period of time that the life cycle of fashion products are quite small. Since 1980s, a life cycle of fashion apparel had consisted of four stages: (1) introduction and adoption by fashion icons (2) growth and increase in public acceptance (3) maturity stage and (4) the decline and obsolescence. Thus, fashion retailers need to take the speed to respond to the market by being innovative in introduction stage and sold out before declining stage in order to increase the profit margins (Bhardwaj & Fairhurst, 2010).

A question that fashion retailers often ask is how to sell out their stock before declining stage in order to maximize company's profit. Firstly, retailers should understand the concept of consumer behavior that customers mostly spend money to buy products not for what they do but for what they stand for (Krishnakumar, 2014). Comparing two products that same similar qualities and price, consumers tend to select the product that has an image and consumers will establish a relationship with a product or brand that they like. Sometimes, consumers were purchasing a product unconsciously depend on their current emotion. Retailers can take advantage on consumer's emotion to increase sales by introducing creative and effective visual merchandising display to attract consumer's attention and persuade them to buy a product.

Visual merchandising is the presentation of products at its finest (Hefer & Cant, 2013). Visual merchandising display often referred to as a silent salesman by providing information to customer through visual mediums. Today, visual merchandising can be used to introduce new products and/or to display a stock that available in the store as well as to decorate a store. Moreover, visual merchandising display has play an important role on the element of product display as the visual cues can be considered as a primary influences on consumer's decision whether or not they could enter the store and make a purchase on clothes. Many retailers placing their fashion products into size or categories i.e. pants, dresses, shirts, jeans, suits, etc. this practically provide customers with an environment of familiarity wherein even experienced customers often found very little different between different stores. In order to make an outstanding and interesting store, retailers therefore have to create a stimulate displays and enhance shopping experienced by going beyond simply point-of-purchase displays and creatively engage customer's senses because customer always used their basic senses to make a purchase decision (Wu & Johnson, 2013). Retailers must offer a multi-sensory experienced to be creative and immersive branding.

Thus, this study aims to explore the impact of visual merchandising towards impulsive buying behavior in fashion industry of Bangkok, Thailand by focusing on the key elements of visual merchandising including window display, in-store form display, floor merchandising, and promotion signage.

## **1.2 Statement of problem**

Pret-a-Porter (Ready-to-wear) fashion business in ASEAN is very active and rapid growth, which has been driven by lifestyle and consumer's views that emphasize on the personal appearance (reference), which resulting in fierce competition because fashion retailers around the world are targeting to invest in this region. The competition would turn from 'product-centricity' to be 'consumer-centricity' since the competition will not only depend on the product, but it would also be focusing more on the marketing model; especially the in-store atmosphere that attracts consumer's attention.

Visual merchandising can make retailer stand out from the crowd as visual merchandising could reflects personality of the store. In a crowded market you have to inspire your customers and provide a great shopping experience to them in order to

increase sales, improve profit margins and increase return on space (Rayner & Molson, 2010).

Thailand is one of the potential markets for fashion business due to rapid growth of purchasing power and lifestyle of consumers, as well as one of the famous shopping destinations for tourists. Thai entrepreneurs must be prepared to cope with the increasing numbers of competitors. The result of the research should help Thai entrepreneurs to make understand of an importance of visual merchandising, which could be very new marketing strategy in Thailand.

### **1.3 Research questions**

This research paper aims to investigate the following issues;

1.3.1) How will consumer be influenced by visual merchandising strategy, focusing on four components including; window display, in-store form display, floor merchandising and promotion signage?

1.3.2) How visual merchandising strategy affects customer's impulsive buying via/through emotional factors?

### **1.4 Research objectives**

1.4.1) To explore the impact of visual merchandising display towards impulsive buying behavior in fashion industry of Bangkok, Thailand, by investigating four components of visual merchandising display:

1.4.1.1) Window Display

1.4.1.2) In-Store Form Display

1.4.1.3) Floor Merchandising

1.4.1.4) Promotion Signage

1.4.2) To investigate the impact of emotional factors towards impulsive buying behavior in fashion industry of Bangkok, Thailand

1.4.3) To expand the knowledge of visual merchandising in fashion industry of Bangkok, Thailand

### **1.5 Scope of the study**

This research paper will focus on purchasing behavior (impulsive buying behavior) towards fashion products. The study is aiming to explore the impact of visual merchandising display.

Set of questionnaires will be distributed to respondents, who are males and females born during 1976-1994 (called as “Generation Y”) aging between 22-40 years old who lived in Bangkok, as the result from previous research found that Generation Y was tends to consume fashion products more often than other generations. In terms of gender, the result shows that females are greater fan of fashion products than males, while males do not shop as often as female but they are likely to spend more money when they do (Pentecost & Andrews, 2010). Therefore, the questionnaire will be distributed to women 70% and men 30% respectively.

### **1.6 Significance of the study**

The study is a useful guideline for fashion retail stores to manage and utilize their shopping space effectively, which could result in maximizing company’s profit. The research could support retailers to be clearly understood about the importance of visual merchandising. Together with other marketing strategies, they could enhance consumer’s cognitive process which directly affects the store image and customer values in terms of purchase intention, patronage intention, shopping satisfaction, and positive word of mouth.

In addition, the results of this research might benefit other researchers as reference information for further study as well.

### **1.7 Limitations of the study**

The main aiming of the study is to explore the effects of visual merchandising towards consumers’ buying behavior, but purchase decision can be influenced and/or interrupted by other factors as well. For example; store temperature, lighting and music, surrounding stores, store location, etc. Moreover, visual merchandising is one of marketing tools that fashion retailers can use to attract consumer’s attention and build up store image, but it would highly recommended to retailers to used other marketing tools to send the message in the same direction. For researchers, who to study on this

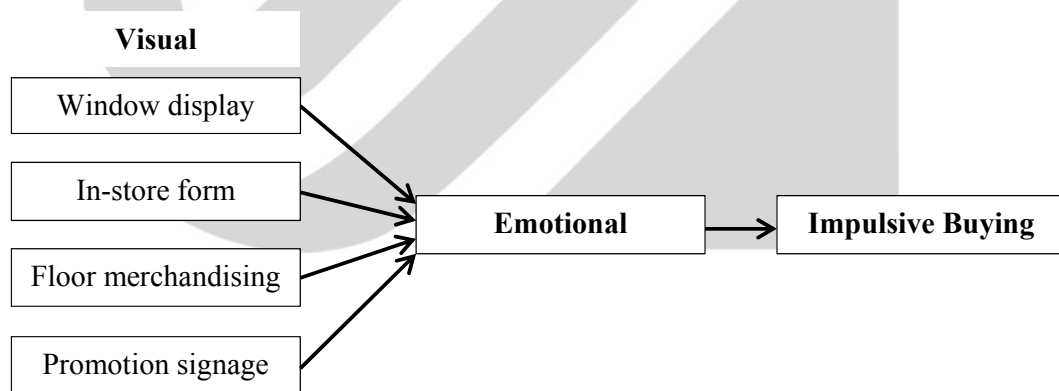
topic it would be recommended to explore more factors that can impact the purchase decision in order to strengthen the research result on consumer's buying behavior.

However, the research survey was limited only in Bangkok area with the sample size of 420. Thus, it would be recommended to researchers, who will study on this topic to expand the area of surveying with increment of sample size in order to improve an accuracy research results.

### 1.8 Conceptual Framework

The main target of this study is to explore the correlation between visual merchandising and impulsive buying behavior. The majority elements of visual merchandising are consists of window display, in-store form display, floor merchandising, and promotion signage, which could be evaluate on consumer behavior since pre-entering the retail store, entering the retail store which needs to encourage them to remain in the store, until the final stage where the products has been purchased and have positive experienced so that they will return to the store.

In additional, this study has included emotional factors as a moderator based on S-O-R model in order to explore the cause and effect between dependent and independents factors.



**Figure 1.2** Overview of Research Design

**Source:** Adapted from Eroglu, Machleit, & Davis (2003). Empirical Testing of a Model of Online Store Atmospherics and Shopper Responses. *Psychology & Marketing*, Vol. 20, No. 1, pp. 1-14.

## LITERATURE REVIEWS

In this chapter, the researcher provides overview of the important information from the previous researches and sources. It designs to understand the concept and importance of visual merchandising towards impulsive buying behavior in fashion industry. The review is conducted by divided into 3 parts: part 1 is focusing on analysis of fashion industry and consumer behavior, Part 2 is focusing on four essential subjects of the study including; visual merchandising, impulsive buying, emotional and generation Y. Finally, Part 3 will focus on related studies.

### 2.1 Industry Analysis

Fashion is a huge industry, where it value over a billion-dollar and employing millions of people around the world. After the economy becomes globalized and people can be connected through an online networking, consumer can extent their preference and influence by people from around the world. Fashion is more than just a cloth as it can reflect our society and culture, moreover, fashion can express a person characteristics and value (Ohnfeldt & Holmberg, 2010). Fashion style is always changed rapidly by some motivating factors and decision making process such as social, attitude, time, place, etc. (Essays, UK, 2013) . During 1980's the fashion products become more globalized since international brands started expand their market to around the world, people started become more fashion-conscious (Bhardwaj & Fairhurst, 2010).

Same as other business, fashion has categorized the brands and products into different category in order to create inspiration and motivation to consumers. The most common criterions in separate fashion into different category are price, target customer and value of the products. This leads us to fashion pyramid (*See Figure 2.1*), on the top of pyramid is Haute Couture which means high fashion, the clothes mainly produced for special occasions with completely handmade fabulous pieces of art and outrageously expensive prices, there are very few customers who may affordable to buy and have opportunity to participate in any events that acquired those fabulous dresses such as the red carpet event, probably those celebrities did not buy the product but they

received as a presenters for a brand, this is the way haute couture brands used to promote the brand image. Customers may see this style from magazines on famous celebrities, you may not afford it but you can buy other fashion products from the same brand such as sunglasses, lipstick, etc. This is the reason why retailers still keep haute couture concept even they have very few customers because they can express the dream and inspire the magic. A step below haute couture, we call ready-to-wear (prêt-à-porter, in French). At this level designers will combining creativity of high fashion with industrialized, so in term of products price of ready-to-wear will lower haute couture but 3-5 times from the mass market price, thus the price is still expensive but compared to haute couture fashion, ready-to-wear is offer more widely range in term of usage occasional, ready-to-wear goes from daily, work wear, until very important occasions. This category can be defined as fashion trend setters, as designer can promote the product on the runway. Customer will focus on the style and trend from this category to predict the coming trends. Anyway the companies have to remind that they are still on competition and they need to make more profit to survive. So they will expand the market range to more affordable market. In order to protect the brand image, they will decide to introduce a second line to occupy the market called luxury brands for example, Marc for Marc Jacobs, Versus for Versace, DKNY for Donna Karen, and etc. So, this level will be more affordable to the market and wider range of the product than ready-to-wear fashion within this segment customer will finds t-shirts, denim, and sneaker because they are targeting on young audience, who focusing on presenting their social class. The mid-level fashion will offer the customer a product with the right level of creativity and the right value of money. Basically the set of products will be launch after customers have desire, retailers will monitor on which is the current trend. Normally people will desire to be a person that they never be or a person who stay in higher social level. The different between mid-level and high street products might be a quality of materials and fitting (Lin, Piercy & Campbell, 2012).



**Figure 2.1** Fashion Pyramid

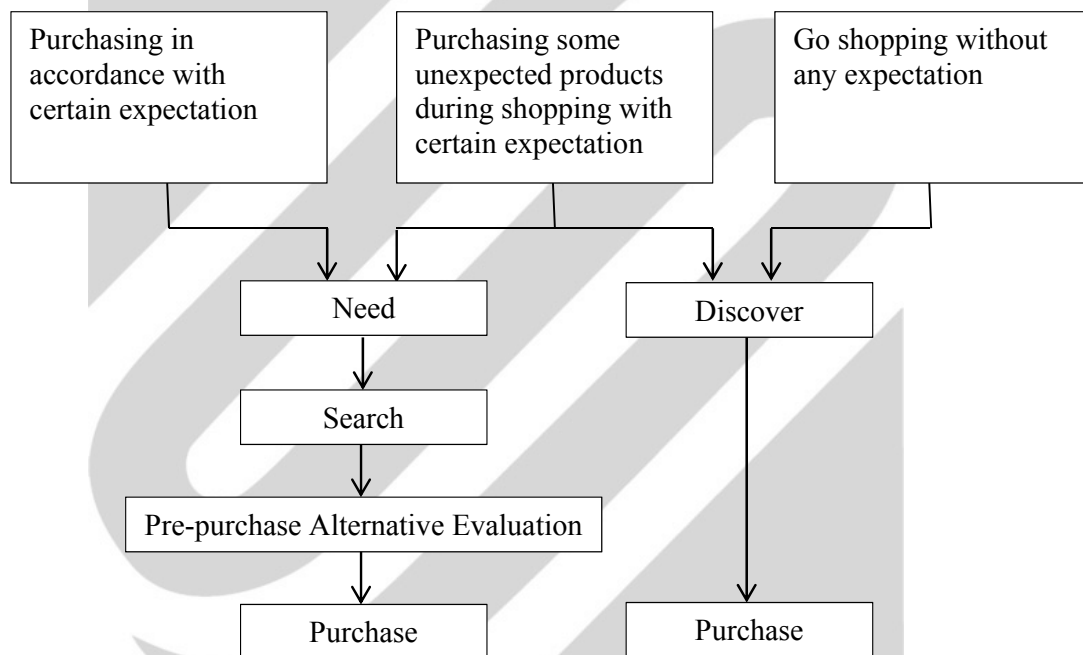
**Source:** Lin, S., Piercy, N., Campbell, C. (2012). Beyond the make-or-buy dichotomy: Outsourcing creativity in the fashion sector.

## 2.2 Related Consumer Behavior Theories and Models

Consumer behavior can be defined as a set of activities performed by consumers to select, use, secure and dispose of the products and/or services. In addition, the activities that consumers engaged in can be different in terms of what, when, where, why and how they buy the products and/or services. Furthermore, some factors can be affected on their decision such as social value, culture, social class, perceived quality, etc. (Dinesha, 2014)

Wang (2010) developed a new theory of decision process for fashion products, as the normal consumer decision model should include the following steps; need recognition, information search, alternative evaluation, purchase, and post-purchase evaluation. But Wang found that sometimes consumers have their expectation before going to purchase but it not always happen as the fashion products is not necessary for our live, thus sometimes consumers did not plan for what they are going to buy in advance until they see them from the window or mannequin displays and they making a purchase decision without evaluation on any alternative. For example, if a consumer noticed that she need a pair of shoes, she may considered alternative by comparing on several brands, price and styles, but if she walk through a window shopping a found a perfect dress and perhaps time is limited, she may consider to purchase a dress without searching for an alternative. Comparing consumer in different situation, one of them has an

expectation before shopping, she may try to search for the best alternative while another consumer did not have any expectation but she may immediately found a perfect dress then she make a purchase without thinking too much, it can be assume that the pre-purchase behavior can be totally different for fashion product. So the pre-purchase stage in the model; including step of need recognition, information search, and alternative evaluation, is not always necessary in fashion industry. To be specific, the decision process for fashion products can be happened in varied patterns; Purchasing in accordance with certain expectation, Purchasing some unexpected products during shopping with certain expectation, and Go shopping without any expectation (See Figure 2.2).



**Figure 2.2** Purchase Decision Process for Fashion Products

**Source:** Wang (2010). Consumer Behavior Characteristics in Fast Fashion, p.23

According to some certain research, there are some differences between the male and female shopping behavior. As a common stereotype about male and shopping behavior is that male enters only one shop and buy what they need, then quickly leave, while female will spend longer time in the shop and they are visit approximately seven stores each time. This frequency may different according to age group since younger male may visit three or four shops on average. This movement of female and young

male shopper affects the location of the stores. This can be contributing the reason that why most of the shop will structure with clustered stores, the same segment will located so close to each other such as female clothes shops, male clothes shops, cosmetics shops, watches shops, etc. For fashion products, there are some differences attitude between male and female, since female see fashion products as a mean for self-identity, whereas male focus more on functional benefit (Ohnfeldt & Holmberg, 2010).

## 2.3 The Definitions and Explanation of the Main Concepts

### 2.3.1 “Visual Merchandising”



**Figure 2.3** Visual Merchandising Communication Process

**Source:** Adapted from Hefer & Cant (2013). Visual Merchandising Displays’ Effect On Consumers: A Valuable Asset Or An Unnecessary Burden For Apparel Retailers. *International Business & Economics Research Journal*, Vol. 12, p.1219

Visual merchandising was simply defined as a ‘display’, everything that customers see, both interior and exterior, to state positive or negative image of a retail store in customers’ mind and results in attention, interest, desire, and action (Shoop, Zetocha, and Passewitz, 1991). Product display can be used as a communication tool to connect and relay important information about store’s image, fashion stance, price range, and product offering to customers (Wu, Ju, Kim, Damminga, & Johnson, 2013).

In addition, visual merchandising can stimulate customers’ emotions and ultimately affects on their purchase behavior (Vyas, Shukla, and Pandya, 2016) through a combination of the store’s display, special events, advertising, and etc. (Rahma & Purwanegara, 2013).

### 2.3.2 “Impulsive Buying”

Impulsive buying behavior is the process of purchasing a goods or/and service without much thinking, it was done without involving much evaluation (Mehta & Chugan, 2013). In additional, impulsive buying occurs when an individual feel a sudden, often powerful and persistent desire to make an immediate purchase after exposed to certain stimuli, the purchase was unintended because it was made during shopping, an individual has no pre-shopping plan to purchase goods and/or service. Moreover some researcher was identified that there was a difference in impulsive buying behavior between male and female, as female was more enjoyed shopping more than male and tended to be more impulsive (Xu, 2007). Impulse buying would be considered as an important phenomenon in the context of marketing for retail business. According to previous reports show that almost 90% of consumers make a purchase based on impulse occasionally, some researchers suggest that it has higher possibility to stimuli impulse buying than planned behavior because impulse buying was rely more on emotional rather than rational (Saad & Metawie, 2015).

Kim (2003) was modified the process of impulse buying behavior, the process of impulsive buying would be begins with the product awareness where customers begins browsing without a planned on purchasing a specific product or/and service. As customers are browsing, they are exposed to the stimuli, which motivate them to spend the money on impulsively. During the process they will feel the desire, where leading them to make a purchase without searching for the alternatives and/or information (Nishanov & Ahunjonov, 2016). Then, customers may meet the positive or negative experience on their post-purchase evaluation. The stimuli on impulse buying could be consists of internal and external factors, where the internal factor may including customers' mood and desire hedonic pleasure while external factor can be describe by visual merchandising; window display, in-store form display, floor merchandising, and promotional signage (*See Figure 2.4*).

**Internal factors/cues:**

Mood/Need/Desire  
Hedonic Pleasure  
Cognitive/Affective  
Evaluation

**External factors/cues:**  
**Visual Merchandising**

Window Display  
In-store Form Display  
Floor Merchandising  
Promotional Signage

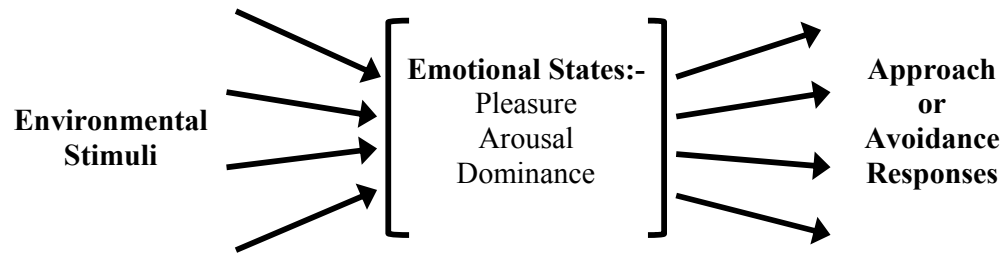
#### **Figure 2.4** Impulse Buying Model

**Source:** Kim, J. (2003). College Students' Apparel Impulse Buying Behaviors in Relation to Visual Merchadising, p.9

However, it could be noticed that most of available research about impulsive buying behavior can be found in western countries. Unfortunately, Thailand market was lacking on conducting a research of impulse buying behavior, thus this could be an opportunity for this study to conduct a research on this topic to increase competitive advantage with international retailers.

#### 2.3.3 “Emotional States”

Most of behaviors are usually driven by our emotional states where was affected by how individual associate with a particular environmental stimuli (Dave, 2015). Mehrabian and Russel (1974) developed the Stimulus-Organism-Response (S-O-R) paradigm to determine people's action (approach-avoidance behaviors) in particular situation. In 1982, Donovan and Rossiter developed a research model based on S-O-R paradigm (*See Figure 2.5*) to describe and measure emotional states by applying three dimension including Pleasure, Arousal, and Dominance (PAD) model to evaluate on human perception of physical environments (Bakker, Voordt, Vink & Boon, 2014). Pleasure refers to the degree which an individual feels joyful, happy, or satisfied in a particular situation; arousal refers to the degree which an individual feels alert, excite, or active in the situation; dominance refers to the extent which a person feels in control or free to act in the situation (Donovan & Rossiter, 1982).



**Figure 2.5** Mehrabian-Russell Model

**Source:** Donovan & Rossiter (1982). *Store Atmosphere: An Environmental Psychology Approach*, p.42

Several researchers have applied the S-O-R model to investigate the influencing of retail environment and most of the results was supported the idea that the store environment was playing a significant role in shaping shoppers' psychological responses and behaviors (e.g. Donovan and Rossiter; 1982, Sherman, Mathur and Smith; 1997, Babin, Hardesty and Suter, 2003; Hu and Jasper, 2006). The previous study found that pleasure will create willingness to purchase, while arousal create positive desire to store environment. Furthermore, dominance variable was strongly usability attribute of online shopping because consumer behavior completely control by consumer rather than other agents such as marketing manager, etc., thus dominance could not consider as an aspect in measuring impulsive buying in retail store (Zimmerman, 2012). The S-O-R paradigm focuses on the effect of environmental stimuli on consumers' psychological and behavioral responses which very well suits to this research purpose, which aiming to test the effect of store environments (S) i.e. window display, in-store form display, floor merchandising and promotion signage, on shoppers' emotional (O) and responses (R). However, the existing literature on the S-O-R model rarely examined Thailand market; there is seriously lack of the knowledge in the area of Thailand market even Bangkok is one of a biggest market for fashion industry in Asian country. Our research is aiming to conduct a study on this market to benefit for both local and international fashion retailers who target on expanding market to Bangkok, Thailand.

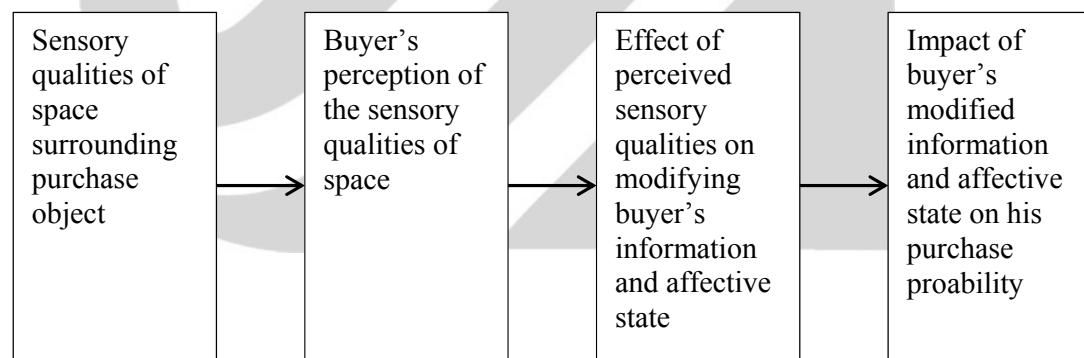
#### 2.3.4 "Generation Y"

Generation Y refers as young adult consumers - those born between 1976 and 1994 (Pentecost & Andrews, 2010). Generation Y are children of Generation X or Baby Boomers generation, when Generation Y growing up they will have experienced in significant purchasing power which two-thirds of income goes on clothing and almost 10 percent spend on personal care, this cohort will have more power in family decision compare to other generation (Bakewell & Mitchell, 2003). In an emerging market, Generation Y has become interesting target group; this generation is likely to spend impulsively given the plenty of free time on shopping.

## 2.4 Visual Merchandising

### 2.4.1 The Purpose of Visual Merchandising

Visual merchandising display has to apply creative techniques in order to support sales persons by providing important information through visual mediums to customers and save customer's time by providing convenience and shopping effortless. This process often referred as the visual merchandising communication process (Hefer & Cant, 2013). A great deal of a communication process between retailers and customers takes place through a use of visual merchandising display as shown in Figure 2.3.



**Figure 2.6** The Causal Chain Connecting Atmosphere and Purchase Probability

**Source:** Kotler (1974). *Atmospherics as a Marketing Tool*. *Journal of Retailing*, 49(4), p.54

The retailers can communicate to customers through many elements such as color, lighting, sensory inputs (sound, smell and touch), technologies (Madhavi & Leelavati, 2013), where Kotler (1974) termed them as “atmospherics” which is very

important strategy only for retailers, and less relevant tool for manufacturers and wholesalers since the retailing store is the place that final products has been delivered to end-users. Figure 2.4 has shown the process where the store atmospheres take place to influencing on consumer behavior. In this study, however, only visual plans were investigated including window display, in-store form display, floor merchandising, and promotion signage.

## **2.4.2 The Key Elements of Visual Merchandising and Previous Studies**

### *2.4.2.1) Window Display*

Window display is an important means of communicating the store's image to customers (Newman & Cullen, 2002) and conveys a wide range of messages including apparel style, product contents, and price range. Retailers can use window display to get the attention from customers in short period of time as customers will give their attention to the display only three to five seconds. Window display may also use in advertise seasonal sales or inform customer on current promotions (Madhavi & Leelavati, 2013). The window display is one of the most powerful techniques used by retailers to increase sales and revenues, as it creates a desire to purchase during his/her shopping experienced (Sayari, 2012).

Pearson correlation tests were used to explore the relationship between window displays and impulsive buying behavior by several researchers, the test resulted was confirmed that there was a strong correlation between window displays and impulsive buying behavior (Kim, 2003; Bhatti & Latif, 2013; Mehta & Chugan, 2013) and the result of Friedman test was indicated that window displays has the strongest effect on impulsive buying in apparel industry (Karbasivar & Yarahmadi, 2011). In addition, Jain, Sharma, and Narwal (2012) conducted an empirical research by means of direct observation and quantify the evidence in qualitative form. Independent T-Test was used in hypothesis testing on how strongly visual merchandising influences on buying behavior of women, the results mentioned that 42% of women choose the store by window display. Thus the suggestion from the study was making more attractive on window displays would definitely fetch more customers in the store.

### *2.4.2.2) In-Store Form Display*

In-store form/mannequin displays can be considered as a silent salesman, it can involve consciously designed presentation of selected items, highlight the products, and send a message with positive effect on consumers' responses (Fiore, Yah, and Yoh, 2000). Retailers can display a great outfit, complete the look with accessories, and giving your customers an enjoyable experience. Neff (2008) suggested that in-store displays is more effective compare to price discounting, the research was conducted with more than 6,000 U.S. shoppers and confirmed that impulsive buying was driven by in-store tactics rather than temporary price reductions.

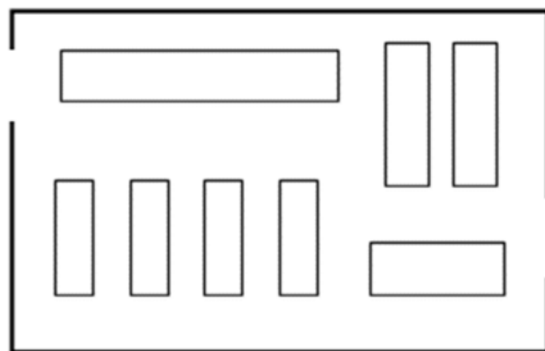
In 2003, Kim developed a hypothesis to investigate a relationship between impulsive buying behavior of college students and in-store form displays. Questionnaires were distributed to students, who enrolled the course in the College of Family and Consumer Sciences, University of Georgia in Athens. The Pearson correlation test resulted that there was a significant correlation between college students' impulse buying behavior and mannequin displays. In addition, a study by Jain, Sharma, and Narwal in 2012 had revealed that women give a lot of attention on in-store form display while they are shopping. 45.33% of the respondents get an idea on what they should buy only after they are looking through the mannequin display and whenever they found a new style featuring on mannequin display. Thus, the apparel display on mannequin must be good and attractive enough to attract customer to spend more in the shop and more techniques used by retailers in the store to stimuli customers, the more likely possibility of desire arising in impulsive buying. In contrast, the research resulted from Mehta and Chugan (2013) was different from other researchers. Mehta and Chugan was conducted an interviewed visual merchandiser and marketing manager of the mall to identify the dimensions of visual merchandising. The sampling technique was mall intercept method with sample size was 84; a structure questionnaire will be distributed to customers who walk out from the store at Central Mall, Ahmedabad. The data analysis has been analyzed by Pearson correlation test resulted that there is no significant correlation between in-store form display and customers' impulsive buying behavior.

From the previous study, most of researchers confirmed that there was a correlation between impulsive buying behavior and in-store form/mannequin displays, while another researcher found that there is no significant correlation between

dependent and independent factor. This may be assumed that the reason for different resulted might be depend on different consumer behavior in different areas. Mehta and Chugan (2013) were conducted a study at Ahmedabad, India while another two studies were conducted at Georgia, Athens and Delhi, India. Thus on this study, researcher would like to conduct a study based on Thai consumers' preference and behavior in order to looking for the impact of visual merchandising towards impulsive buying behavior of Thai customers.

#### 2.4.2.3) Floor Merchandising

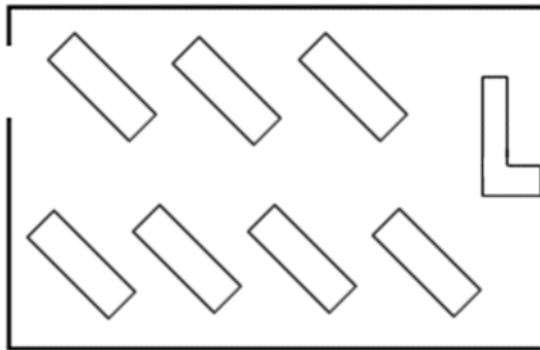
A well-planned store layout would allow retailers to maximize the profitability per square foot of the allocated selling space in the retail store (Waters, 2016). Different floor plan and layout would be depended on the type of products, building size, building location and etc. some of basic floor plans can be shown as per below example.



**Figure 2.7** Straight Floor Plan

**Source:** Waters (2016, July 30) : Online

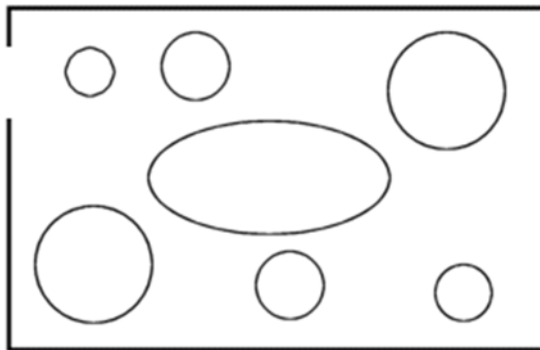
*Straight Floor Plan:* an excellent store layout, it makes optimum use of the walls and fixture to create spaces in the retail store for customers to shop freely. Straight floor plan is one of the most economical designs and commonly implement to any type of retail store.



**Source:** Waters (2016, July 30) : Online

*Diagonal Floor Plan:* the shelves are kept diagonal to each other; it is excellent visibility for the manager to keep an eye on customers. This type of floor plan was very suit for self-service retail stores.

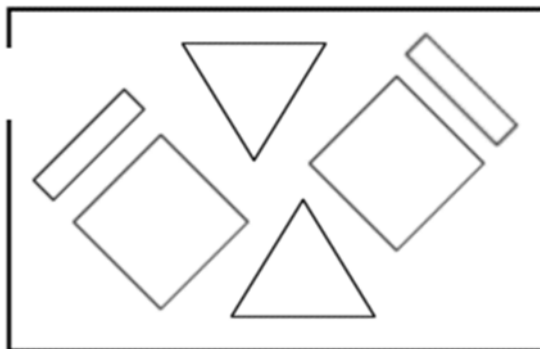
**Figure 2.8** Diagonal Floor Plan



**Figure 2.9** Angular Floor Plan

**Source:** Waters (2016, July 30) : Online

*Angular Floor Plan:* the fixtures and walls are given a curved, which could be add more stylist and expensive looks to the store, mostly found this type of store layout from high-end stores.

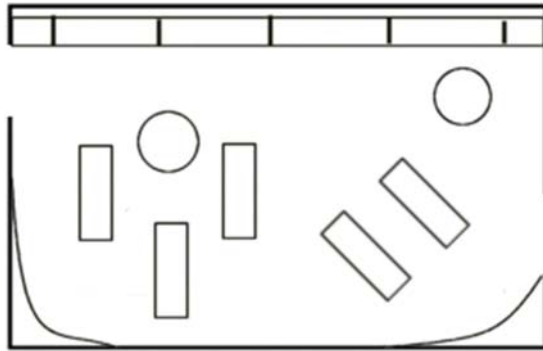


*Geometric Floor Plan:* the shelves and racks are given in geometric shape, which given a trendy, unique and interesting design. Geometric floor plan is suit very well to clothing and/or apparel retail stores.

**Figure 2.10** Geometric Floor

Plan

**Source:** Waters (2016, July 30) : Online



*Mixed Floor Plan:* the mixed floor plan was taking into consideration of straight, angular, and diagonal in order to create the most functional store design.

**Figure 2.11** Mixed Floor Plan

**Source:** Waters (2016, July 30) : Online

Floor merchandising was confirmed a significantly influenced on customers' impulsive buying behavior in fashion industry (Mehta & Chugan, 2013; Bhat & Latif, 2013). While a Pearson Correlation test was apply to study on a relationship between dependent variable (college students' impulsive buying behavior) and independent variable (floor merchandising) by Kim in 2003. The sample group was randomly selected from students, who enrolled the course in the College of Family and Consumer Sciences, University of Georgia in Athens. The resulted from Pearson correlation test was shown that there is a relation between these two factors, but the regression analysis was not proved as the resulted shown that there was no significant influenced between impulsive buying and floor merchandising, the resulted might have effected from other variables (in-store form displays and promotional signage), that had stronger relationship with impulsive buying.

From the previous research resulted, all of them were confirmed the correlation between impulsive buying behavior and floor merchandising, but there was one research from Kim (2003) confirmed that there was no significant directional relationship between impulsive buying and floor merchandising, which researcher was supported the resulted that sometimes college students' decision were altered by other environmental circumstances, customers may not aware on influencing of the floor merchandising. However, floor merchandising may not be referred as a variable much in other research papers, thus this study would try to focus more on the impact of floor

merchandising towards impulsive buying behavior, especially in Bangkok, Thailand market.

#### *2.4.2.4) Promotion Signage*

Promotion signage can be described as mode of communication to convey the information and/or message about products and/or services to target audience. Signage can appeared in any forms such as directional arrows, logo, maps, directories, billboard, brochure, etc. Retailers can use promotional signage as one of a marketing tool. Effective promotion signage should be powerful to catch an eye of target audience (Prisma Printing, 2012).

The Pearson correlation test has been used by Mehta and Chugan (2013) to analyze the data and find out the relation between customers' impulsive buying behavior and promotional signage and the resulted revealed that promotional signage was significantly influenced on impulsive buying behavior. The resulted was confirmed again by Moayery, Zamani, Vasifehdoost in 2014 and Patil & Agadi in 2016. Researchers conducted a research in Tehran, Iran and Bangalore respectively. The research resulted confirmed that there was a significant correlation between impulsive buying and promotion signage testing by a Pearson correlation. Furthermore, the regression analysis conducted and confirmed that there was a directional relationship between impulsive buying and promotion signage.

All of the previous researches were confirmed that there was a correlation between promotional signage and customers' impulsive buying behavior, which retailers can be assume that effective promotion signage can helps in increasing retails' sales and revenues. However, the research were conducted in foreign countries but there is no evidence proof that Thai consumers' impulse buying will be influenced by promotion signage or not, thus this study could be focus more on the Thailand market and find out if there is any difference or similar in consumer's behavior.

### **2.5 Related Studies on the Effect of Visual Merchandising towards Impulsive Buying Behavior**

The related study has been summarized in Table 2.1, the table will be summarized on the variables, research methodology, key finding, and citation.

**Table 2.1** Related Studies on the Effect of Visual Merchandising towards Impulsive Buying Behavior

<b>Explanatory Variable</b>	<b>Dependent Variable</b>	<b>Research Method/Design</b>	<b>Key Findings</b>	<b>Citation</b>
In-store Environment Emotional <i>Pleasure</i> <i>Arousal</i> Cognitive Factors <i>Product Quality</i> <i>Variety of Items</i>	Unplanned time spent and purchase	Questionnaire contained three major parts: <i>Part I Emotional state while in the store</i> <i>Part II Measured the environmental load factor</i> <i>Part III Intentions to behave in the store</i>	Pleasure and arousal were enhancing consumer's behavior performed when they stay in the store. In addition, both subjects can be used as predictors on extra time spent in the store and incremental spending.	Donovan and Rossiter, 1982
Store Environment <i>Design</i> <i>Ambient</i> <i>Employee</i> <i>Crowding</i> Emotional Responses <i>Pleasure</i> <i>Arousal</i>	Impulse Buying	Questionnaires were distributed to target sample, who appeared to be in 18-30 age range with shopping bag in their hands	In-store pleasure experienced positively can influence on impulse buying, in other words, consumers who experienced pleasure (enjoyment) in the store tend to be more likely to buy items on impulse. The test confirmed that there is no significant relationship between arousal and impulse buying.	Xu, 2007
Credit Card Promotional Approaches <i>Cash Discount</i> <i>Free Products</i> In-Store Display	Consumers' Apparel Impulse Buying Behavior	Survey questionnaires were distribute in stand and return it as soon as finished	As the results, four factors (credit card, cash discount, free products, and in-store display) were impacted on apparel impulsive buying, so retailers should have ATM service in the store. Retailers can increase impulse buying if they provide gift complementary products and decorate the store in attractive style.	Karbasivar and Yarahmadi, 2011

<b>Explanatory Variable</b>	<b>Dependent Variable</b>	<b>Research Method/Design</b>	<b>Key Findings</b>	<b>Citation</b>
Product Display Method <i>Color</i> <i>Visual Texture</i> <i>Style Coordination</i>	Retailer Interest Retail Pleasure Perceived Merchandise Quality Patronage Intention Amount of Money Spent	<u>Mixed methods:</u> - <i>Exploratory study</i> ; experimental and focus group were applied to gather data - <i>Experiment study</i> ; data were collected via online questionnaire	Consumers tend to spent more in the store environment where the products are coordinating by style. Moreover, the study found that retailers can generate higher sales if products were demonstrating to show how the products can be worn together rather than grouping the products by category. However the study revealed that there is no relationship between patronage intention and amount of money spent in the store; researcher assumes that before spending, consumers may expand their consideration criteria beyond the attraction of color.	Wu <i>et al.</i> , 2013
Visual Merchandising <i>Window Display</i> <i>Floor Merchandising</i> <i>Promotion Signage</i> <i>In-Store</i> <i>Form/Mannequin</i> <i>Display</i>	Impulse Buying Behavior	<u>Mixed methods:</u> - <i>Exploratory</i> ; marketing managers of the mall were interviewed to understand the dimension of visual merchandising - <i>Descriptive</i> ; structured questionnaire were distributed to customer who walk out of the store	The research result confirmed that window display; floor merchandising and promotion signage had significantly influence on impulsive buying behavior. While, an in-store form/mannequin display was the only factor show that there is no significant correlation with impulse buying behavior.	Mehta and Chugan, 2013

Explanatory Variable	Dependent Variable	Research Method/Design	Key Findings	Citation
Visual Merchandising Displays	Buying Decisions	Qualitative research was conducted. The data was collected by means of two focus groups, with eight participants in each group. Visual stimulus material has used to collect the data, participants were asked to choose the favorite retail store (photographs).	Visual merchandising display is perceived as a superior quality and has the ability to capture the consumer's positive behavior. However, if the display was not organized as a superior quality to customers, it can create negative perception on buying the products. Although, visual merchandising displays can be use to promote certain products, if the displays are well designed, customers tended to be attracted to visited the store to emphasized the products in the display.	Hefer <i>et al.</i> , 2013
Visual Merchandising <i>Window Display</i> <i>Mannequin Display</i> <i>Color Presentation</i> <i>Lighting</i> <i>Signage</i>	Consumer Buying Behavior	<u>Mixed methods:</u> - <i>Exploratory study</i> ; in-store interviewed - <i>Experiment study</i> ; questionnaires were distributed to female shoppers	Window display has the greatest impact on customer's decision to entry the store or not. Hence, it can be generate impulsive buying. In additional, promotion signage and color presentation can enhance the shopping experience.	Lanjewar, 2014

<b>Explanatory Variable</b>	<b>Dependent Variable</b>	<b>Research Method/Design</b>	<b>Key Findings</b>	<b>Citation</b>
Visual Merchandising <i>Window display</i> <i>Floor merchandising</i> <i>Promotion signage</i> <i>Cross merchandising in-store</i> <i>Form/Mannequin display</i>	Impulsive Purchase Behavior in Young Adult Female	Questionnaires were collected from convenient sample	All the factors, except only floor merchandising, has a significantly impact on consumer's impulse buying behavior. In additional, the beta result reveals that window display has the greatest effect on the apparel impulse buying behavior.	Moayery <i>et al.</i> , 2014
Store Atmosphere <i>Store Cleanliness</i> <i>Theme Colors</i> <i>Store Layout</i> <i>Merchandise Display etc.</i> Demographic Variables <i>Age</i> <i>Gender</i> <i>Education</i>	Impulsive Buying Behavior	Self-administered questionnaire from eighteen mega stores	Participants were spent more money on impulsive buying to retail stores, where had good decorate and attractive environment. Different things in store atmosphere which boost up impulsive buying including merchandise display, theme color, store lighting, store layout and other variables, together, put a positive impact on impulsive buying.	Akram <i>et al.</i> , 2016
Visual Merchandising <i>Window Display</i> <i>Store Design</i> <i>Product Display</i>	Purchase Behavior	Semi-structured interviews with small sample of female consumers	The results of study confirmed that there is sufficient evidence that retailers can apply visual merchandising to increase desire of the products and build up product awareness as well as to create positive attitude towards the products/brands.	Madhavi and Leelavati, 2013

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This study applied both quantitative and qualitative research methods. Quantitative research method by field survey provides data set that can be expressed in numeric form to apply on statistical tests; increasing the sample size, increasing in a finding's statistical power. Qualitative method can describe the characteristics or qualities of visual merchandising in view of retailer; while quantitative method requires the standardized of data collection for statistical comparison, qualitative research method requires more flexibility during the session (Madrigal & McClain, 2012).

This study therefore applied mixed methods, which are field survey by distributing questionnaires for quantitative study, and in-depth interview for comprehensive understanding of qualitative research finding. The main theoretical that applied on this study is Mehrabian-Russell model, thus the questionnaire will allow researcher to access a large sample sizes within a limited time frame. The questionnaire will be used to explore the relationship in three major areas including; visual merchandising, emotional states, and impulsive buying behavior. The survey questionnaire will be distributes to shoppers at fashion retail store exit so customers could answer precisely for the effect of visual merchandising when they come out of the fashion stores.

Moreover, this study would expand the study to interview the opinion of visual merchandiser to compare the opinion between customers and retailers on the effective of visual merchandising, thus researcher decided to apply another instrument to collect the data from retailer side which is an in-depth interview. The interview will be structured to measure the expectation from retailers on visual merchandise including; the design and the effects of window display, in-store form display, floor merchandising, and promotion signage.

Finally, the results will be a comparison between customers' and retailers' opinions for thorough understanding on the effectiveness of visual merchandising.

#### **3.1 Quantitative Research**

### 3.1.1 Research Framework

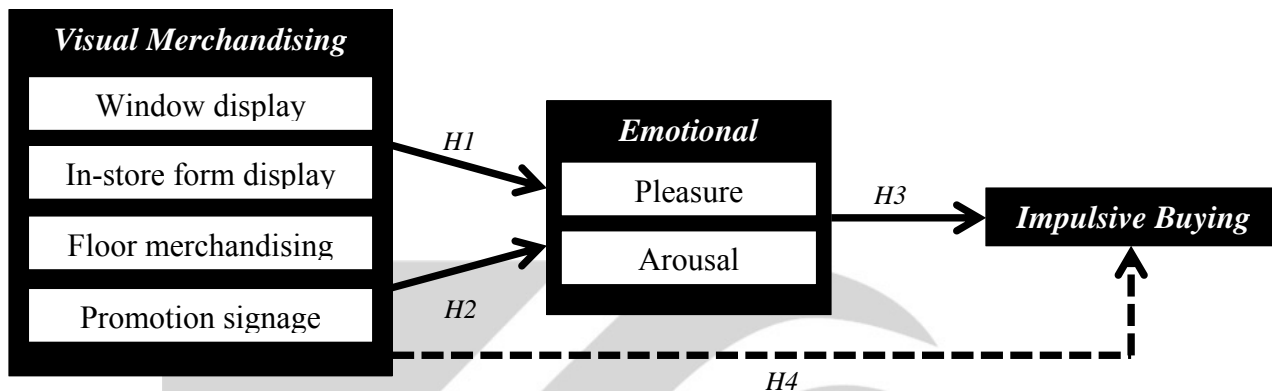


Figure 3.1 Research Framework

Based on research framework (*Figure 3.1*), this study can be clarified variable into 3 groups as following;

#### 3.1.1.1 Independent Variables: Visual Merchandising

Types of Visual Merchandising to be used in this study are including;

- Window display
- In-store form display
- Floor merchandising
- Promotion signage

#### 3.1.1.2 Dependent Variables

“*Impulsive Buying*” will be considered as a variable that affected by independent variable (visual merchandising). Impulsive buying behavior in this study is one of action that consumers represent when they spend money on unplanned buying decision.

#### 3.1.1.3 Moderator Variables: Emotional

Types of emotional to be used in this study are including;

- Pleasure represented entertainment aspect of shopping experience (Zummerman, 2012).
- Arousal represented the aspect of experience that catch consumer’s attention and lead to a positive action (Zummerman, 2012).

### 3.1.2 Research Hypotheses

H1: Visual merchandising has impact on pleasure.

H1<sub>a</sub>: Window display has significant effect on pleasure.

H1<sub>b</sub>: In-store form display has significant effect on pleasure.

H1<sub>c</sub>: Floor merchandising has significant effect on pleasure.

H1<sub>d</sub>: Promotion signage has significant effect on pleasure.

H2: Visual merchandising has impact on arousal.

H2<sub>a</sub>: Window display has significant effect on arousal.

H2<sub>b</sub>: In-store form display has significant effect on arousal.

H2<sub>c</sub>: Floor merchandising has significant effect on arousal.

H2<sub>d</sub>: Promotion signage has significant effect on arousal.

H3: Emotional has impact on impulsive buying.

H3<sub>a</sub>: Pleasure has significant effect on impulsive buying.

H3<sub>b</sub>: Arousal has significant effect on impulsive buying.

H4: Visual merchandising has impact on impulsive buying.

H4<sub>a</sub>: Window display has significant effect on impulsive buying.

H4<sub>b</sub>: In-store form display has significant effect on impulsive buying.

H4<sub>c</sub>: Floor merchandising has significant effect on impulsive buying.

H4<sub>d</sub>: Promotion signage has significant effect on impulsive buying.

### 3.1.3 Research Method and Tools

Quantitative questionnaire by field survey is the best way to gathering data from a large number of respondents. In this study, closed ended questions are used in gathering the data from respondents. The respondents was asked to choose and rating their opinions in five parts.

### 3.1.4 Sampling Design and Target Population

#### 3.1.4.1 Sample Size

In determining the sample size of the study, formula from Taro Yamane (1967) has been apply to calculate the sample size as following.

$$n = \frac{N}{1 + Ne^2}$$

Where      n = Sample size  
               N = Population Size  
               e = Level of precision

From the Official Statistics Registration Systems (December 31, 2016) has announced the number of population who lives in Bangkok area is 5,686,646 peoples and tolerance setting in the study is 5%. When the value has been replace in Yamane's formula, the size of sample will be calculated as follow.

$$n = \frac{5,686,646}{1 + (5,686,646)(0.05)^2}$$

$$n = 399.97$$

The size of this study is equal to 400 units in approximated level. The questionnaire will be distributed to respondents, whose inhabitant is in Bangkok area and age between 22-40 years old, both male and female. The main reason that this age group was chosen because the previous study illustrated that Generation Y was tends to consume more fashion product compare to other generations. In addition, 70% of questionnaires will distribute to female consumers since this is a bigger fan of fashion product compare to male group (Dr.Pentecost & Dr.Andrews, 2010).

#### 3.1.4.2 Sampling Technique

Not all members of population has a chance to be selected as sample in this study and the population in this study was selected based on accessibility and subjective judgment of researcher rather than random selection, the sampling technique to be used in this study is “Non-Probability Sampling Technique”, also known as Non-Random Sampling Technique (Trochim, 2006).

In addition, quota sampling method has been applied to selecting representative data from a group, researcher will divide the population into separate groups by gender and age; each group could be treated separately based on proportion of the population of fashionable clothing consumers, which are male 30%, and female 70%

#### 3.1.4.3 Data Collection

According to the sample size and quota sampling mentioned above, 420 sets of questionnaire were distributed to sample and target for completed at least 400 sets to be returned without error. According to the proportion of the target sampling, 294 sets of questionnaire were distributed to female shoppers whose age between 22-40 years old lived in Bangkok area and 126 sets of questionnaire were distributed to male shoppers whose age between 22-40 years old who lived in Bangkok.

Survey questionnaire were distributed in front of the fashion stores and waiting for the participant who walk out from the store and allowed time to complete the survey. All participants were informed that they were participating in this study as a voluntary and their individual responses would be confidential. The participants were asked to rate questionnaire items on a likert-scale from 1 to 6, where 1 represented “Strongly Disagree” and 6 represented “Strongly Agree”.

#### 3.1.4.5 Research Tool

Questionnaire could be divided into 5 parts including;

Part 1: Demographic and buying behavior

Part 2: Factors effect on buying decision

Part 3: Emotional factors

Part 4: Impulsive buying

Part 5: Attitude towards fashion clothing

### 3.1.5 Operational Component

**Table 3.1** Operational Component

Variable Type	Variable	Description	Scale Type
Independent Variable	Visual Merchandising	Combination of: - Window display - In-store form display - Floor merchandising - Promotion signage	Interval Scale
Dependent Variable	Impulsive Buying	Purchase behavior with unplanned purchase	Interval Scale
Moderator Variables	Emotional	Combination of: - Pleasure - Arousal	Interval Scale

### 3.1.6 Data Processing / Data Analysis

Statistical Package for the Social Sciences (SPSS) software will be used in statistical analysis and understand the relationship between variables. The result will present in written report.

### 3.1.7 Statistical Analysis Model

Data will be recorded, encoded and processed through SPSS program by some functions including;

**Table 3.2** Statistics to be used in this study

	<b>SPSS Function</b>
Reliability of questionnaire (Pre-Test) <i>Cronbach's Alpha were read to test the reliability of the questionnaire (Cronbach's Alpha &gt;.7 was required for standardization).</i>	Reliability
Average of each variable <i>To find an average score of each variables and create a new variable to apply in hypotheses testing.</i>	Compute Variable
Part1: Personal data <i>Respondent's demographic and buying behavior including frequency, mean, and standard deviation were analyzed through frequencies function.</i>	Frequencies
Part2-4: Hypotheses testing <i>Multiple Linear Regression will be used for hypotheses testing, analyzing relationship between independent and dependent variables.</i>	Regression
Addition finding <i>T-Test and ANOVA were used in this study to study on additional finding for further study. In this study, additional finding was concerned on differentiate between male and female towards each variables</i>	T-Test, ANOVA

### 3.2 Qualitative Research

### **3.2.1 Objectives for Conducting Qualitative Research**

3.2.1.1 To explore the strategy and outcome expectation from visual merchandiser in managing and investing in window display, in-store form display, floor merchandising, and promotion signage.

3.2.1.2 To compare the expectation from visual merchandiser and the quantitative results collected from consumers.

### **3.2.2 Research Population**

One of visual merchandiser from H&M was interviewed in order to gain insights about the expectation of visual merchandiser in decorating and managing the store. Since there are only two brands in Thailand that set up their visual merchandiser team consists of UNIQLO and H&M, after distributing the letter for interview request, only H&M that allows researcher to collect the data. Ms. Wanruedee Srisamut, visual merchandiser from H&M brand, she was taking care of Phuket branch for 3 years.

### **3.2.3 Research Tool**

The data was collected by indirect interview that is implementing via telephone, the questions to be discussed during telephone interview can be separate into 3 topics including;

Topic 1: Personal data, work experience, and the responsibility of visual merchandiser in the store

Topic 2: Visual merchandising strategy, the topic to be discussed mostly about strategy, importance of visual merchandiser towards fashion brands, and the expectation of visual merchandiser towards the investment example of questions to be asked in interview process, what is the expectation of visual merchandiser towards the investment, what is the most important tool in attracting customer, etc.

Topic 3: Suggestion to others brand, which still not focus on an importance of visual merchandise

### **3.2.4 Data Collection**

Questions to be interviewed were sent to interviewee, Ms. Wanruedee Srisamut, for proving via e-mail. After all the questions were approved, researcher makes an appointment with merchandiser via a phone call to making an appointment for telephone interview. The reason for approaching the interviewee via a telephone is because of the geographical distance and rushing schedule, so long-distance interview by using telephone could be appropriate and convenience for interviewee to response the questions. An interview process takes time around 10-15 minutes during the interview the conversation between researcher and visual merchandiser will be recorded by mobile phone application.

### **3.2.5 Data Analysis**

Data has been categorized, analyzed, and concluded from visual merchandiser's point of view, then the data will be used to compare with the results from quantitative research to find the relationship between visual merchandiser's and consumer's expectation. The findings are later discussed as research conclusion and recommendation.

## **CHAPTER 4**

### **DATA ANALYSIS AND FINDINGS**

In this chapter will be divided into 2 parts, quantitative and qualitative research. First part, quantitative research mainly focuses on the results of the hypotheses testing through the data collection by the questionnaire distribution to shoppers in Bangkok area. The data returned from all respondents were recorded, encoded and processed through the SPSS program.

The analysis and results in this chapter can be summarized into four main parts including:

#### 4.1 Quantitative Research

##### 4.1.1 Reliability Testing

##### 4.1.2 Descriptive Analysis

##### 4.1.3 Hypotheses Testing

##### 4.1.4 Additional Findings

#### 4.2 Qualitative Research

##### 4.2.1 Qualitative Data

##### 4.2.2 Analysis and Findings

The data was collected through 400 sets of questionnaires distribution. The target respondents were shoppers in Bangkok, whose age between 22-40 years old both male and female. The quota between male and female were 30% and 70% respectively. The questionnaires were distributed to respondent at this age group because they are a big fan of fashion product compare other generations and the objective of this research is to find out the impact of visual merchandising towards impulsive buying behavior, in addition, emotional was one of the factor to be consider as a mediator in this study. The data were recorded, encoded and processes by using SPSS program to find out for the results.

The second part in this chapter is qualitative research mainly focuses on the expectation of visual merchandiser. The data was collected through an in-depth interview via a telephone.

#### **4.1 Quantitative Research**

##### **4.1.1 Reliability Testing**

Before starting the hypotheses testing, the reliability of questionnaire was checked and monitored through SPSS program to analyze the reliability of an instrument in collecting the data. The Cronbach's alpha was a measurement of internal consistency and commonly used to measure a reliable of the multiple likert questions in a questionnaire (Vanichbuncha, 2015). The results were shown in Table 4.1.

**Table 4.1** Reliability of components in questionnaire

<b>Factor</b>	<b>Number of Question</b>	<b>Cronbach's Alpha</b>
<i>Visual Merchandising</i>		
Window Display	3	.924
In-store Form Display	4	.868
Floor Merchandising	2	.878
Promotion Signage	4	.935
<i>Emotional Factor</i>	2	.841
<i>Impulsive Buying</i>	4	.715
<i>Attitude towards Fashion</i>	3	.859
<i>Average Reliability of Questionnaire</i>	22	.888

45 sets of questionnaires distributed to respondents for pre-test on the reliability of the questionnaires, when the Cronbach's Alpha greater than .7 is considered as acceptable. The Cronbach's Alpha in this study is .924, .868, .878, .935, .841, .715, .859, and .888 greater than the standard, thus the result from questionnaire is considered as acceptable.

#### **4.1.2 Descriptive Analysis**

On this part of the study will analyze the respondent's demographic and personal data collected from questionnaire distribution. The data to be analyzed are gender, age,

education, income and occupation to compare the difference behavior among shoppers by using frequency analysis.

#### 4.1.2.1 Gender

**Table 4.2** Frequency and percentage of respondent's gender

		Frequency	Valid Percent
Valid	Female	280	69.7
	Male	122	30.3
	Total	402	100.0

From Table 4.2, the study was mainly focused on female 69.7% of the data collected from female and 30.3% was collected from male shoppers.

#### 4.1.2.2 Age

**Table 4.3** Frequency and percentage of respondent's age

		Frequency	Valid Percent
Valid	22-25 years	77	19.2
	26-30 years	148	36.8
	31-35 years	90	22.4
	36-40 years	47	11.7
	41-44 years	40	10.0
	Total	402	100.0

From Table 4.3, the majority age group in this study is 26-30 years old (36.8 percent), 31-35 years old (22.4 percent), 22-25 years old (19.2 percent), 36-40 years old (11.7 percent) and 41-44 years old (10.0 percent).

#### 4.1.2.3 Education Level

**Table 4.4** Frequency and percentage of respondent's education level

		Frequency	Valid Percent
--	--	-----------	---------------

Valid	Undergraduate	74	18.4
	Bachelor Degree	216	53.7
	Masters Degree	108	26.9
	Doctoral Degree	4	1.0
	Total	402	100.0

Table 4.4 reveals that the majority group in education level is Bachelor degree (53.7 percent). The second group is Masters Degree (26.9 percent) followed by Undergraduate group (18.4 percent) and the last group is Doctoral Degree (1 percent).

#### 4.1.2.4 Income Level

**Table 4.5** Frequency and percentage of respondent's income

		Frequency	Valid Percent
Valid	Below 15,000 THB	52	12.9
	15,000-25,000 THB	121	30.1
	25,001-35,000 THB	84	20.9
	35,001-45,000 THB	68	16.9
	Above 45,000 THB	77	19.2
	Total	402	100.0

Table 4.5 presented the majority group in respondent's income level. The largest group in this study was earning 15,000-25,000 THB monthly (30.1 percent). The second group was earning 25,001-35,000 THB (20.9 percent). The rest groups were earning monthly income above 45,000 THB (19.2 percent), 35,001-45,000 THB (16.9 percent) and below 15,000 THB (12.9 percent) respectively.

#### 4.1.2.5 Occupation

**Table 4.6** Frequency and percentage of respondent's occupation

		Frequency	Valid Percent
Valid	Company Employee	243	60.4
	State Enterprise	22	5.5
	Officer	25	6.2
	Government Employee	85	21.1
	Business Owner	27	6.7
	Others	402	100.0
Total			

Table 4.6 indicates that over half of the data was collected from employee in private company (60.4 percent). The second occupation, whose joined in this survey is business owner (21.1 percent) and the rest of respondent's occupation are government employee (6.2 percent), state enterprise officer (5.5 percent) and others occupation such as student, housewife, freelance etc. (6.7 percent).

#### 4.1.2.6 Frequency in Buying Fashion Clothing (in a month)

**Table 4.7** Frequency and percentage of respondent's buying fashion clothing

		Frequency	Valid Percent
Valid	Less than once a month	85	21.1
	Once a month	122	30.3
	2-3 times per month	117	29.1
	More than 3 times	78	19.4
	Total	402	100.0

Table 4.7 shows that most of the respondents would buy fashion cloth once a month in average (30.3 percent). Some of them would buy fashion cloth 2-3 times in a month (29.1 percent) or less than once a month (21.1 percent). Very few respondents would buy fashion cloth more than 3 times in a month (19.4 percent).

#### 4.1.2.7 Average Spending in Purchasing Fashion Cloth

**Table 4.8** Frequency and percentage of respondent's spending

		Frequency	Valid Percent
Valid	Below 1,000 THB	112	27.9
	1,001-2,000 THB	155	38.6
	2,001-3,000 THB	78	19.4
	3,001-4,000 THB	35	8.7
	4,001-5,000 THB	11	2.7
	Above 5,000 THB	11	2.7
	Total	402	100.0

Table 4.8 reveals average spending of respondents in a time for fashion cloth purchasing in sequential as follows: 1,001-2,000 THB (38.6 percent), below 1,000 THB (27.9 percent), 2,001-3,000 THB (19.4 percent), 3,001-4,000 THB (8.7 percent), 4,001-5,000 THB (2.7 percent) and above 5,000 THB (2.7 percent).

#### 4.1.2.8 The Latest Fashion Brand Purchased

**Table 4.9** Frequency and percentage of respondent's purchased (brand)

		Frequency	Valid Percent
Valid	H&M	65	16.2
	ZARA	59	14.7
	UNIQLO	130	32.3
	TOPSHOP	12	3.0
	JASPAL	22	5.5
	LYN	14	3.5
	MANGO	9	2.2
	CHAPS	12	3.0
	XXI FOREVER	14	3.5
	Others	65	16.2
	Total	402	100.0

Table 4.9 indicates that the majority of latest brand that respondent purchased most is UNIQLO (32.3 percent). The second brand purchased most by respondents is H&M (16.2 percent), followed by ZARA (14.7 percent). Only few respondents are purchase fashion cloth from JASPAL (5.5 percent), LYN (3.5 percent), XXI FOREVER (3.5 percent), TOPSHOP (3.0 percent), CHAPS (3.0 percent) and MANGO (2.2 percent). The rest of them were purchased clothing from other brands such as DIESEL, POLO, AIIZ, DOROTHY PERKIN etc. (3.5 percent).

#### 4.1.2.9 Average Score of Variables

**Table 4.10** Mean score of variable

	<b>Mean</b>	<b>Definition</b>
Window Display	4.79	Agree
In-Store Form Display	3.79	Somewhat Agree
Floor Merchandising	3.74	Somewhat Agree
Promotion Signage	4.79	Agree
Impulsive Buying	4.17	Somewhat Agree
Attitude towards Fashion Clothing	4.64	Agree

The overall information of respondents shown in Table 4.2-4.9, the majority are women in age 26-30 years old, graduated in Bachelor degree having income 15,000-25,000 THB working in private company and shopping for fashion clothing once a month with spending around 1,001-2,000 THB per times. Moreover, the most popular brand on this study is UNIQLO.

### 4.1.3 Hypotheses Testing

Part 3, the respondents were asked to rate their opinion for the components on buying behavior and emotional factors towards visual merchandising. The data will be recorded, encoded and processed through SPSS program to reveal the hypotheses.

H1: Visual merchandising has impact on pleasure.

H1a: Window display has significant effect on pleasure.

H1b: In-store form display has significant effect on pleasure.

H1c: Floor merchandising has significant effect on pleasure.

H1d: Promotion signage has significant effect on pleasure.

**Table 4.10** ANOVA and coefficients of visual merchandising and pleasure

ANOVA						
Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	172.602	4	43.150	57.913	.000
	Residual	295.799	397	.745		
	Total	468.400	401			

Coefficients				
Model		Standardized Beta		Sig. (2-tail)
1	Window Display	.156		.003
	In-Store Form Display	.116		.055
	Floor Merchandising	.016		.751
	Promotion Signage	.474		.000

From Table 4.10, ANOVA test reveals that visual merchandising has significant effect on pleasure ( $.000 < .05$ ) and there are only two factors from visual merchandising that effect on pleasure, which are including window display (.003) and promotion signage (.000). Significant value of the rest factors; in-store form display (.055) and floor merchandising (.751), are larger than .05 which means these two factors has no significant

effect on pleasure. In conclusion, H1<sub>a</sub> and H1<sub>d</sub> were accepted, while H1<sub>b</sub> and H1<sub>c</sub> were rejected.

**Table 4.11** Model summary and coefficients of window display and promotion signage towards pleasure

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.599	.359	.356	.867

<b>Coefficients</b>				
Model		Beta		Sig.
1	Window Display	.233		.000
	Promotion Signage	.490		.000

From Table 4.11, the multiple regression models with two variables including window display and promotion signage produced adjusted R square = .356, which means pleasure can be described by window display and promotion signage by 35.6 percent. In addition, the model reveals that promotion signage (.490) has more effect on pleasure compare to window display (.233) and both of them generate positive relationship with pleasure.

H2: Visual merchandising has impact on arousal.

H2a: Window display has significant effect on arousal.

H2b: In-store form display has significant effect on arousal.

H2c: Floor merchandising has significant effect on arousal.

H2d: Promotion signage has significant effect on arousal.

**Table 4.12** ANOVA and coefficients of visual merchandising and arousal

ANOVA						
Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	170.392	4	42.598	38.604	.000
	Residual	438.068	397	1.103		
	Total	608.460	401			

Coefficients			
Model		Standardized Beta	Sig. (2-tail)
1	Window Display	.106	.061
	In-Store Form Display	.209	.001
	Floor Merchandising	.064	.232
	Promotion Signage	.320	.000

From Table 4.12, ANOVA test reveals that visual merchandising has significant effect on arousal ( $.000 < .05$ ) and there are only two factors from visual merchandising that effect on arousal, which are including in-store form display (.001) and promotion signage (.000). Significant value of the rest factors; window display (.061) and floor merchandising (.232), are larger than .05 which means these two factors has no significant effect on arousal. In conclusion, H2<sub>b</sub> and H2<sub>d</sub> were accepted, while H2<sub>a</sub> and H2<sub>c</sub> were rejected.

**Table 4.13** Model summary and coefficients of in-store form display and promotion signage towards arousal

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.520	.271	.267	1.054

<b>Coefficients</b>				
Model		Standardized Beta	Sig. (2-tail)	
1	In-Store Form Display	.312	.000	
	Promotion Signage	.335	.000	

From Table 4.13, the multiple regression models with two variables including in-store form display and promotion signage produced adjusted R square = .267, which means arousal can be described by in-store form display and promotion signage by 26.7 percent. In addition, the model reveals that promotion signage (.335) has more effect on arousal compare to in-store form display (.312) and both of them generate positive relationship with arousal.

H3: Emotional has impact on impulsive buying.

H3a: Pleasure has significant effect on impulsive buying.

H3b: Arousal has significant effect on impulsive buying.

**Table 4.14** ANOVA, coefficients and model summary of emotional and impulsive buying

<b>ANOVA</b>						
Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	18.225	2	9.112	15.102	.000
	Residual	240.754	399	.603		
	Total	258.979	401			

<b>Coefficients</b>			
Model		Standardized Beta	Sig. (2-tail)
1	In-Store Form Display	.312	.000
	Promotion Signage	.335	.000

1	Pleasure	.125	.041	
	Arousal	.169	.006	
<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.265	.070	.066	.777

From Table 4.14, the multiple regression models reveal that both pleasure (.041) and arousal (.006) has significant effect on impulsive buying. In addition, the model indicate that arousal (.169) has more effect on impulsive buying compare to pleasure (.125) and both of them generate positive relationship with impulsive buying. Emotional variables produced adjusted R square = .066, which means 6.6 percent of impulsive buying can be described by emotional. In conclude, H3<sub>a</sub> and H3<sub>b</sub> was accepted.

H4: Visual merchandising has impact on impulsive buying.

H4<sub>a</sub>: Window display has significant effect on impulsive buying.

H4<sub>b</sub>: In-store form display has significant effect on impulsive buying.

H4<sub>c</sub>: Floor merchandising has significant effect on impulsive buying.

H4<sub>d</sub>: Promotion signage has significant effect on impulsive buying.

**Table 4.15** ANOVA and coefficients of visual merchandising and impulsive buying

<b>ANOVA</b>						
Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	52.222	4	13056	25.069	.000
	Residual	206.757	397	.521		
	Total	258.979	401			
<b>Coefficients</b>						
Model		Standardized Beta				Sig. (2-tail)

1	Window Display	.017	.776
	In-Store Form Display	.134	.048
	Floor Merchandising	.249	.000
	Promotion Signage	.187	.000

From Table 4.15, ANOVA test reveals that visual merchandising has significant effect on impulsive buying ( $.000 < .05$ ) and there are three factors from visual merchandising that effect on impulsive buying, which are including in-store form display (.048), floor merchandising (.000) and promotion signage (.000), only window display (.776), which is not significant effect on impulsive buying. In conclusion, H4<sub>b</sub>, H4<sub>c</sub> and H4<sub>d</sub> were accepted, while H4<sub>a</sub> was rejected.

**Table 4.16** Model summary and coefficients of in-store form display, floor merchandising and promotion signage towards impulsive buying

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.449	.201	.195	.721

Coefficients				
Model		Standardized Beta		Sig. (2-tail)
1	In-Store Form Display	.145		.013
	Floor Merchandising	.249		.000
	Promotion Signage	.189		.000

From Table 4.16, the multiple regression models with three variables including in-store form display, floor merchandising and promotion signage produced adjusted R square = .195, which means impulsive buying can be described by in-store form display, floor merchandising and promotion signage by 19.5 percent. In addition, the model reveals that floor merchandising (.249) has greatest impact on impulsive buying followed by promotion

signage (.189) and in-store form display (.145). All variables had generate positive relationship with impulsive buying.



**Table 4.16** The results of hypotheses

<b>The Results of Hypotheses</b>		<b>Sig. (2-tail)</b>	<b>Interpretation</b>
H1 <sub>a</sub>	Window display has significant effect on pleasure.	.003	Accept
H1 <sub>b</sub>	In-store form display has significant effect on pleasure.	.055	Reject
H1 <sub>c</sub>	Floor merchandising has significant effect on pleasure.	.751	Reject
H1 <sub>d</sub>	Promotion signage has significant effect on pleasure.	.000	Accept
		.	
H2 <sub>a</sub>	Window display has significant effect on arousal.	.061	Reject
H2 <sub>b</sub>	In-store form display has significant effect on arousal.	.001	Accept
H2 <sub>c</sub>	Floor merchandising has significant effect on arousal.	.232	Reject
H2 <sub>d</sub>	Promotion signage has significant effect on arousal.	.000	Accept
		.	
H3 <sub>a</sub>	Pleasure has significant effect on impulsive buying.	.041	Accept
H3 <sub>b</sub>	Arousal has significant effect on impulsive buying.	.006	Accept
		.	
H4 <sub>a</sub>	Ha: Window display has significant effect on impulsive buying.	.776	Reject
H4 <sub>b</sub>	Hb: In-store form display has significant effect on impulsive buying.	.048	Accept
H4 <sub>c</sub>	Hc: Floor merchandising has significant effect on impulsive buying.	.000	Accept
H4 <sub>d</sub>	Hd: Promotion signage has significant effect on impulsive buying.	.000	Accept

#### 4.1.4 Additional Findings

In part 4, the data is processed for further finding. On this part, gender is used to compare various components in order to prove if there is any difference between genders.

**Table 4.17** Independent sample T-Test

<b>Independent Samples Test</b>	
	Sig. (2-tailed)
Window Display	.391
In-Store Form Display	.229
Floor Merchandising	.000
Promotion Signage	.003
Pleasure	.000
Arousal	.003
Impulsive Buying	.001
Attitude	.000

From Table 4.17, the model reveals that floor merchandising, promotion signage, pleasure, arousal, impulsive buying and attitude towards fashion clothing has significant effect on gender ( $.000 < .05$ ), while window display and in-store form display has no significant effect on gender since significant value are greater than  $.05$ .

**Table 4.18** Group Statistics

<b>Group Statistics</b>			
	Gender	N	Mean
Window Display	Male	122	4.39
	Female	280	4.29
In-Store Form Display	Male	122	3.90
	Female	280	3.74
Floor Merchandising	Male	122	4.18
	Female	280	3.54
Promotion Signage	Male	122	4.57
	Female	280	4.89
Pleasure	Male	122	4.40
	Female	280	4.94
Arousal	Male	122	3.89
	Female	280	4.30
Impulsive Buying	Male	122	4.36
	Female	280	4.08
Attitude	Male	122	4.26
	Female	280	4.80

In addition, the model of Table 4.18 has indicates that floor merchandising (average male = 4.18, average female = 3.54) and impulsive buying (average male = 4.36, average female = 4.08) has greater effect on male than female; while promotion signage (average male = 4.57, average female = 4.89), pleasure (average male = 4.40, average female = 4.94), arousal (average male = 3.89, average female = 4.30) and attitude towards fashion clothing (average male = 4.26, average female = 4.80) has greater effect on female than male.

## 4.2 Qualitative Research

### 4.2.1 Qualitative Data

**Table 4.19** Visual Merchandiser Interview

Researcher	Respondent
Please introduce yourself.	My name is Tukta, Wanruedee Srisamut. Working as a visual merchandiser.
How long have you work with H&M?	Three years by estimate.
What is the main responsibility of visual merchandiser (VM) in the store?	<p>The main task of VM are including Meeting with the team in the morning before an open hour to allocate the job to each staffs since the shop would include women, men and children departments. If there is any change in product line or theme of display, VM will have to take care of displaying the products and finish the job before open hour. In case, there is no change in the product lines or theme, then VM will taking care of cleaning the mannequin and shelves, all the product must be checked in order to make sure that the products has been place properly. Popularity of the products also concerned since VM have to check which products was generate low sales, then VM have to respond to display these products and attract more customer in order to increase sales. However, the entire task must be finish before open hour.</p>

**Table 4.19** Visual Merchandiser Interview (*Cont'*)

Researcher	Respondent
<p>When the season change, VM have to display the latest collection. Do you have the direction from head quarter or VM can be managing without the direction?</p>	<p>Actually, we have some guideline call “Bible” from head quarter, the guideline will give us an outline for updating in each week such as color tone, product design to match with the season. But not all the guideline would control our job since we have to put our idea to decorate the store, as the guideline will control us on the color tone but we would respond on managing and decorating the product. Since Thailand is a franchise stores, we have to adapt and initiate our idea as sometime we did not get the material to display from head quarter, thus we have to adapted and adjust our idea.</p>
<p>In term of product display, I do understand that there is some cost that the brand has to invest as you say that you did not fully supply the materials from head quarter and you have to adapt other material to substitute, which it could be effect on the cost of investment, then the expectation of return must be incurred. Could you advise the expectation of VM from displaying the product in each time?</p>	<p>The expectation of VM is feedback from customer, when customer stop and looking on the window display or even they pick-up the product mean we are successful, which mean we can locate and/or display the products properly and persuade customer to pick it. Moreover, every time that customer sharing something about the product/store, we did not know whether they have taking a picture from the store or buying the product or not but when they post the picture on their IG (Instagram), their friends will see the products and notice that there is a product sell in the shop then they may feel like they want to buy the product. This could be a feedback that VM was expected.</p>

**Table 4.19** Visual Merchandiser Interview (*Cont'*)

Researcher	Respondent
<p>From VM opinion, do you think visual merchandising can drive the sales or not?</p>	<p>For VM point, I do believe that visual merchandising has strongly effect on the sales volume, if the product was display properly, it could be attract customer's attention. Moreover, VM can help customer to give them a guideline on how to use, if customer see the product but did not know how to use it then they will not interest in the product anymore. VM have to show the benefit and function of the product.</p>
<p>If there are 4 tools including, window displays, mannequin display, in-store form display and promotion signage, which tool could be the most effective tool and which one could be less effect on consumer?</p>	<p>If we talk about the important between these 4 tools, I could be saying that all of them have an equal important. But what is the first thing that customer can be see is window display. In the past, H&amp;M will show the products price at window display but once the global office visit Thailand shop they suggest to remove the product price from window display in order to attract customer to looking at the window and walking through the store. Once customers enter the store they can explore more products on mannequin display and they can take a look on the reasonable price. If customer entering the store and see the idea from mannequin display, they may buy a whole set. About the promotion, Thai customer will know that products from summer season will be sales during raining season, when they see a promotion signage it could be attract customer to visit the store and it could help us to increase our sales.</p>

**Table 4.19** Visual Merchandiser Interview (*Cont'*)

Researcher	Respondent
<p>The last question, since VM still not popular in Thailand. Could you give some suggestion to Thai brand or global brand to notice about the importance of VM?</p>	<p>For frankly speaking, VM is an important function especially in foreign country; they are paying more attention on VM function since they believed that VM can increase sales and profit of the brand. Most of designers know how to design the clothing to capture the trend but they did not know the way to achieving or communicate with customers. If entrepreneur knowing about the demand of the market mix with marketing process it could be benefit for them. VM will support them to display the product and we can attract customer to buy more product. Fashion always change but it like a cycle, as now fashion from 80's-90's is back in the market and VM can support the store by display the product and matching some different product in order to increase the sales volume. If we have a strong team then the result must be absolutely perfect.</p>

#### 4.2.2 Analysis and Findings

From the interview, if there are 4 tools in visual merchandising which are window display, in-store form display, floor merchandising and promotion signage, visual merchandiser will not judge for the most important tool as different tool will generate different benefit. In addition, every tool will help to promote each other as the first impression that can grab the customer's attention is window display. If they found something interest in window display then they may visit the store and explore more product inside. After they walk through the store, the mannequin display can be another tool to motivate customer's desire. The promotion signage, it always works with Thai people since customers always love the promotion sign.

The expectation of visual merchandiser does not measured by only the sales but once customer pick-up the product, visit the store, sharing the product or the store on

their social media can be measure as the successful of visual merchandising. Word-of-mouth or viral marketing could be a measurement of successfulness.



## **CHAPTER 5**

### **CONCLUSION, DISCUSSION AND RECOMMENDATION**

This study conducted by applying both quantitation and qualitative, the questionnaires was distributed to collect the quantitative data from consumer perspective and an in-depth interview has been applied to collect the qualitative data from visual merchandiser's perspective. All the quantitative data has been analyzed via the SPSS program, whereas the qualitative data has been summarized and compared with quantitative data to make a conclusion, discussion and recommendation.

#### **5.1 Conclusion of the results**

The purposes of the research is to explore the impact of visual merchandising; including window display, in-store form display, floor merchandising and promotion signage, towards impulsive buying in fashion industry. Moreover, the study is aiming to investigate on the impact of emotional factors towards impulsive buying behavior. Researcher has reviewed the specific information about visual merchandising from various sources such as internet, textbooks, online library, previous study, etc. There are many articles has been conducted about the impact of visual merchandising in foreign country but still not popular in Thailand, which could be disadvantage to the local entrepreneurs when compete with international brands since Thailand is one of the potential markets for fashion industry. After collecting the data, researcher notices that visual merchandising is an importance tool to capturing consumer's attention. This chapter will give a conclusion and recommendation based on the results from the data collection.

##### **5.1.1 Quantitative Research Results Discussion**

From the results of hypotheses 1, window display and promotion signage has a significantly effect on pleasure, while in-store form display and floor merchandising has no effects of pleasure. Window display plays an important role for retail stores because they occupy as a silent salesman and differentiate the store characteristics. Moreover, the previous study has measured the effectiveness of window display on

various dimensions and the results have shown that the successful in window display can create positive emotion towards customer's mind (Ti, 2009). In addition, Park, Jeon and Sullivan (2013) purposed that visual merchandising influence customer's want in the right place at the right time coordinating with other factors such as advertising, display, events, promotion in order to maximize efficiencies by creating pleasure shopping environment.

From hypotheses 2 results, in-store form display and promotion signage has a significantly effect on arousal, while window display and floor merchandising has no significant effects on arousal. Arousal is considered as a fundamental behavior that related to behavior and emotional, as arousal is a role for customers to interact with the retail environment (Klein, 2005).

From hypotheses 3 testing results, emotional states including pleasure and arousal has significant effect on impulsive buying. The store environments can influence on consumer's emotional states, which including pleasure and arousal, these emotional states can be influencing on impulsive buying behavior. These two emotional states are mediators of buying behavior within the retail store, such as enjoyment, time spent, tendency to purchase more than original planned and the re-visiting the retail store (Xu, 2007).

From the results hypotheses 4, in-store form display, floor merchandising and promotion signage has a significantly effect on impulsive buying behavior, while window display have no effects of impulse buying. Kim (2003) was found that there significant relationship between visual merchandising and impulse buying, despite benefit of visual merchandising is to increase desirability and encourage buying behavior. Kim proof that there are two types of visual merchandising including; in-store form display and promotion signage are exposed the purchase decision but window display and floor merchandising were not significantly effect on impulsive buying, On the contrary, Akram (2016) confirm that there are relationship between floor merchandising and impulse buying, the result was explained that in a good store atmosphere customer can increase impulsive buying behavior.

### **5.1.2 Qualitative Research Results Discussion**

From an interview, the results has been reveals that there are many tools in visual merchandising and all the tools will support each other, thus it could be hard to justified the worst and the best tool. Each tool will has its own benefit to increase the sales volume. In the previous research reveals that in-store form display, floor merchandising and promotion has influencing on consumer's buying behavior, while window display does not appear to significantly lead to impulsive buying but it still be agreed that all four types of visual merchandise including window display, in-store form display, floor merchandising and promotion signage are significantly interrelated and generated the influencing on impulsive buying (Kim, 2003). Window display could be catch up customer's attention and attract customer to visit the store but it may not generate a sales directly since purchase behavior could be incurred in-store visiting. Customers could pay attention on well-designed mannequin display, it should help customer to gain more knowledge and idea from the mannequin, sometimes if they like what they see, and then they may enhance the spontaneous buying. Promotion is one of a tool to attract customers; they may buy a product before they know that they need it.

### **5.1.3 The Comparison of Quantitative and Qualitative Research Results**

From the results of quantitative and qualitative research confirmed that customer and visual merchandiser has similar idea on in-store form display, floor merchandising and promotion signage, these three functions could motivate buying behavior.

The conflict between visual merchandiser towards window display and customer's idea was not matched. As window display does not effect on impulsive buying, visual merchandiser though that window display could increase their sales if customer was attract buy window display as it should be the first impression of customer towards the store. From customer point, purchase will be incurred only in the store once they explore the store and they found something interesting purchase behavior could be take place.

**Table 5.1** Comparative similarities and differences between customer and visual merchandiser

Topics	Customer's Opinion	Visual Merchandiser's Opinion
Window Display	Window display did not have an effect on impulsive buying	Window display can create first impression to customer, since this is the first thing that customer can see when they walk pass the store and this could be lead to visiting and buying products
In-store Form Display	In-store form display has significantly effect on impulsive buying	Mannequin is an in-store form display to show the products, moreover visual merchandiser could communicate with customer through the mannequin display since customer can gain an idea and benefit of the products from the display
Floor Merchandising	Floor merchandising has significantly effect on impulsive buying	This tool does not mentioned by visual merchandiser during an interview, which it could be assume that this could be the lowest important tool among the four tools
Promotion Signage	Promotion signage has significantly effect on impulsive buying	This is the best tool to capturing customer's attention and it could be attract customer to visit the store and increasing the sales

## 5.2 Recommendations

### 5.2.1 Practical Implications

From the quantitative results, retailers need to focus most on the factors that cause strongest impact on impulsive buying in order to enhance sales. As it can be inferred from the results that floor merchandising has the greatest positive impact on impulsive buying, while promotion signage came at second and in-store form display came in third place, these two factors has significantly affect with the positive influence on impulsive buying. In additional, only window display has failed in motivating an

impulse buying. Thus, this could be lead to the following issues that retailer should be concentrated on:

Firstly, to increase impulsive buying, it is a must to design a well floor merchandising. Therefore, retailers can be apply “Planogram”, a visual plan which design the product placement on the displays and shelves the program used to control the store layout and maximizing the sales volume (Farfan, 2016). For example, if customer visited the store to purchase an item, a well-strategized planogram could motivate customer to purchase more products, which they did not notice that they want it or not and it could be result in upsell purchase that customer would not know about it.

Secondly, to enhance impulsive buying, retailers should establish a sales program, for example percent discount, buy 1 get 1, etc. The sales program should be display clearly and easily to notice by customers from outside the store. Moreover the color of the signage should be noticeable with big size of ‘SALES’ in order to attract customer’s attention.

Lastly, enhancing in-store form display could be increasing in impulse buying. “Rule of Three” is the most popular in visual merchandising experts, when the products are displaying it could be better if there are three products display side by side compare to display only one product or if the mannequin display in only one set then it should be better to add a third piece of clothing such as jacket, scarf, cardigan, etc. This could be create an imbalance display and it would drawing customer’s attention because when customer look at balance objects, they will easily forget it as it seems to be normal display, while imbalance display judge as abnormal and interesting to the customer’s eye (Chen, 2015).

### **5.2.2 Academic Implications**

Emotional is an internal cues, which is feeling and desires that enhancing customer’s purchase decision (Kim, 2003). When customer buying a products sometime they buy for a various reasons of non-economic such as enjoyment, fantasy, social or emotional. Some customers even see shopping as a therapy; help them to getting out of the stresses from a working day (Hausman, 2000). In this study reveals that pleasure can be incurred before entering the store as the pleasure emotional would

be effect by window display and promotion signage, which these two factors could be found at the front of the store, while arousal could be incurred inside the store, when customer perceived a well-organized on the floor merchandising and promotion sign inside the store it could be influence them on arousal emotion. However, window display may not generate a direct impact to impulse buying but it may attract customer to visit the store and lead to impulse buying. This could be an indirect effect to customer's buying behavior since the buying decision might not be incurred, without visiting the store. Thus it could be a small difference between concentrating and ignoring a well-designed window display.

### **5.3 Limitation**

Regarding to this research, there are two limitations that does not cover including the factors, which could be interrupt on customer's behavior and the scope of study.

Firstly, there are many factors that can be interrupted in purchasing decision such as lighting, crowding, temperature, music, location, etc. these are the factors that could be consider in purchasing decision, but the purpose of this study is focusing only visual merchandising factors, thus it would be recommend for further study to expand more factors to improve an accuracy.

Lastly, limitation of this research is the scope of study, as the aiming of this study is limit only in Bangkok area, where it could not be represent for a whole market in Thailand, for further study, researcher should expand the scope to cover on Thailand market by increasing the sample size in order to represent for a whole market.

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**APPENDIX A**  
**SURVEY QUESTIONNAIRE**



## แบบสอบถาม

### เรื่อง ผลกระทบของการจัดแสดงสินค้าต่อการตัดสินใจซื้อสินค้าแฟชั่นของผู้บริโภคโดยฉับพลัน

#### วัตถุประสงค์ของการศึกษา

1. เพื่อศึกษาผลกระทบของการจัดแสดงสินค้าที่มีผลต่อการตัดสินใจซื้อเสื้อผ้าโดยฉับพลันของผู้บริโภค โดยขอบเขตของการศึกษาถูกจำกัดไว้ภายในบริเวณกรุงเทพมหานคร
2. เพื่อศึกษาผลกระทบทางด้านอารมณ์ของผู้บริโภคที่เกิดขึ้นในระหว่างการซื้อเสื้อผ้า
3. เพื่อศึกษาความสัมพันธ์ของการจัดแสดงสินค้ากับการตัดสินใจซื้อโดยฉับพลันของผู้บริโภค
4. เพื่อขยายขอบเขตความรู้ความเข้าใจเกี่ยวกับการจัดแสดงสินค้าให้แก่ผู้ประกอบการในกรุงเทพมหานครทราบ

จัดทำและเรียบเรียงโดย:

วัลัญชภัทร์ ปัญญาชัชวาล์  
หลักสูตรปริญญาโทบริหารธุรกิจ  
สาขาวิชาการตลาด  
มหาวิทยาลัยนานาชาติแสตมฟอร์ด

**ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม**

คำชี้แจง: กรุณาทำเครื่องหมาย ✓ ลงในช่องว่าง ( ) ที่ตรงกับความคิดเห็นของท่านมากที่สุด

1. เพศ ( ) ชาย ( ) หญิง

2. อายุ ( ) ต่ำกว่า 22 ปี ( ) 22-25 ปี ( ) 26-30 ปี

( ) 31-35 ปี ( ) 36-40 ปี ( ) 41-44 ปี ( ) 45 ปีขึ้นไป

**3. ระดับการศึกษาสูงสุด**

( ) ต่ำกว่าปริญญาตรี ( ) ปริญญาตรีหรือเทียบเท่า ( ) ปริญญาโท ( ) ปริญญาเอก

**4. รายได้เฉลี่ยต่อเดือน**

( ) ต่ำกว่า 15,000 บาท ( ) 15,000-25,000 บาท ( ) 25,001-35,000 บาท

( ) 35,001-45,000 บาท ( ) มากกว่า 45,000 บาท

**5. อาชีพ**

( ) พนักงานบริษัทเอกชน ( ) พนักงานรัฐวิสาหกิจ ( ) ราชการ

( ) ธุรกิจส่วนตัว ( ) อื่นๆ โปรดระบุ.....

**6. ความถี่ในการซื้อเสื้อผ้า**

( ) น้อยกว่าเดือนละครั้ง ( ) เดือนละครั้ง ( ) 2-3 ครั้งต่อเดือน ( ) มากกว่า 3 ครั้งต่อเดือน

**7. จำนวนเงินโดยเฉลี่ยที่ใช้จ่ายต่อครั้งในการซื้อเสื้อผ้า**

( ) ต่ำกว่า 1,000 บาท ( ) 1,001-2,000 บาท ( ) 2,001-3,000 บาท ( ) 3,001-4,000 บาท

( ) 4,001-5,000 บาท ( ) มากกว่า 5,000 บาท

**ส่วนที่ 2 ปัจจัยที่มีผลกระทบต่อการตัดสินใจซื้อ**

คำชี้แจง: กรุณาทำเครื่องหมาย ✓ ในช่องคำตอบที่ตรงกับความคิดของท่านมากที่สุด โดยที่ 1 หมายถึง ไม่เห็นด้วยมากที่สุดและ 6 หมายถึงเห็นด้วยมากที่สุด

ท่านซื้อเสื้อผ้าในห้างสรรพสินค้าครั้งล่าสุดจากร้านใด (กรุณาเลือกเพียง 1 คำตอบ)

- ( ) H&M      ( ) ZARA      ( ) UNIQLO      ( ) TOPSHOP      ( ) JASPAL  
 ( ) LYN      ( ) MANGO      ( ) CHAPS      ( ) XXI FOREVER      ( ) อื่นๆ โปรดระบุ.....

**\*\*กรุณานึกถึงร้านที่ท่านระบุข้างต้นในการตอบคำถามในส่วนต่อไปนี้\*\***

1 = ไม่เห็นด้วยมากที่สุด ↔ 6 = เห็นด้วยมากที่สุด		1	2	3	4	5	6
<b>การจัดแสดงสินค้าภายในร้านเสื้อผ้า</b>							
1	การจัดแสดงสินค้าในตู้โชว์มักจะดึงดูดให้ท่านเข้าไปในร้าน <b>*การจัดแสดงสินค้าในตู้โชว์ (window display)</b> หมายถึง การจัดแสดงสินค้าภายในตู้กระจกด้านหน้าร้านโดยมีการออกแบบและตกแต่งตามคอนเซ็ปของเสื้อผ้าและ/หรือร้านค้า						
2	ท่านมักจะถูกดึงดูดให้เข้าร้านเสื้อผ้าที่มีการจัดแสดงสินค้าในตู้โชว์ที่สะดุดตา						
3	ท่านมักจะเลือกซื้อเสื้อผ้า โดยได้รับอิทธิพลจากการจัดแสดงสินค้าในตู้โชว์						
4	เมื่อท่านเห็นการจัดแสดงเสื้อผ้าบนหุ่นภายในร้าน ท่านมักจะซื้อเสื้อผ้าเหล่านั้น						
5	ท่านมักจะได้อิทธิพลใหม่ๆว่าจะเลือกซื้อเสื้อผ้าชุดไหน โดยได้รับอิทธิพลมาจากเสื้อผ้าที่หุ่นสวมใส่ภายในร้าน						
6	ท่านมักจะซื้อเสื้อผ้าที่มีการจัดแสดงอยู่ภายในร้าน อาทิ จัดโชว์อยู่บนหุ่น						
7	เมื่อท่านเห็นเสื้อผ้าแบบที่ชอบโชว์อยู่บนหุ่น ท่านมักจะซื้อเสื้อผ้าเหล่านั้น						
8	เมื่อท่านเห็นเสื้อผ้าแบบที่ชอบจัดแสดงอยู่ ท่านมักจะนำไปลองใส่โดยไม่ได้เดินดูให้ทั่วร้าน						
10	เมื่อท่านเดินอยู่ภายในร้าน ท่านมักจะมองดูเสื้อผ้าที่แขวนวางไว้ใกล้ตัวท่านที่สุด						
11	เมื่อท่านเห็นป้ายลดราคาสินค้า/โปรโมชั่น ท่านมักจะเข้าไปในร้านนั้นเสมอ						
12	ถ้าหากทางร้านมีการจัดโปรโมชั่น/ลดราคาที่น่าสนใจ ท่านมักจะซื้อเสื้อผ้าเหล่านั้น						
13	ท่านมักจะถูกดึงดูดให้เข้าร้านเสื้อผ้าที่มีป้ายโปรโมชั่น/ลดราคา						
14	ท่านมักจะซื้อเสื้อผ้าโดยไม่ได้ตั้งใจ หากที่ร้านนั้นมีการจัดโปรโมชั่น/ลดราคา						

## ส่วนที่ 3 ปัจจัยด้านความรู้สึกในขณะเลือกซื้อ

1 = ไม่เห็นด้วยมากที่สุด ↔ 6 = เห็นด้วยมากที่สุด		1	2	3	4	5	6
ปัจจัยด้านอารมณ์ความรู้สึกขณะเลือกซื้อสินค้า							
1	ท่านรู้สึกมีความสุขขณะเลือกซื้อเสื้อผ้าภายในร้าน						
2	ท่านรู้สึกว่า การเดินเลือกซื้อเสื้อผ้าเป็นการเสียเวลา						
3	ท่านมักจะรู้สึกตื่นเต้นในขณะเลือกซื้อเสื้อผ้าภายในร้าน						

## ส่วนที่ 4 การตัดสินใจซื้อแบบจับพลัน

1 = ไม่เห็นด้วยมากที่สุด ↔ 6 = เห็นด้วยมากที่สุด		1	2	3	4	5	6
ปัจจัยด้านการตัดสินใจซื้อ							
1	ท่านมักจะซื้อเสื้อผ้าเฉพาะที่จำเป็นเท่านั้น และจะต้องมีการวางแผนก่อนออกไปซื้อ						
2	ท่านจะเลือกซื้อเสื้อผ้าเฉพาะที่ชอบมากๆ เท่านั้น						
3	เมื่อท่านได้รับสิทธิพิเศษ อาทิ ส่วนลดจากทางร้าน ท่านมักจะซื้อเสื้อผ้ามากกว่าที่ตั้งใจไว้						
4	ท่านมักจะรู้สึกเสียใจภายหลัง หากซื้อเสื้อผ้าที่ไม่ได้วางแผนไว้						

## ส่วนที่ 5 ทศนคติต่อเสื้อผ้าแฟชั่น

1 = ไม่เห็นด้วยมากที่สุด ↔ 6 = เห็นด้วยมากที่สุด		1	2	3	4	5	6
ปัจจัยด้านการตัดสินใจซื้อ							
1	ท่านไม่ค่อยให้ความสำคัญกับภาพลักษณ์ในการแต่งกายนัก						
2	ท่านคิดว่าการแต่งกายที่ดีช่วยสร้างความประทับใจแรกต่อผู้พบเห็น						
3	ในชีวิตประจำวันของท่าน การแต่งกายนับเป็นเรื่องที่สำคัญอย่างหนึ่ง						

----- ขอขอบพระคุณที่ท่านร่วมตอบแบบสอบถามนี้ -----



**APPENDIX B**  
**LETTER OF CONDUCT RESEARCH**

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Tel: +66 2 7694000; Fax: +66 2 7694099

Hua Hin Campus:  
1458 Petchkasem Rd., Cha-Am, Petchburi 76120, Thailand  
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## Research Organization Informed Consent Form Stamford International University

Completion of this form is required whenever STIU staff or students within any organization are undertaking research. This applies to research that is carried out on the premises, or is about an organization, or members of that organization or its customers, as specifically targeted as subjects of research are.

The researcher must supply an explanation to inform the organization of the purpose of the study, who is carrying out this study, and who will eventually have access to the results. In particular, issues of anonymity and avenues of dissemination and publications of the findings should be brought to the organizations' attention.

Researchers Name: HARANPATH PUNCHAYARATH

Staff/Student ID No. (If applicable): 015233001

**Researcher's Statement:**

This research aims... Please fill out this section

Any organization manager or representative who is empowered to give consent may do so here:

Name: WANRUEDEE SRISAMUT

Positions/Title: VISUAL MERCHANDISER

Organization Name: H&M (THAILAND)

Location: H&M PHUKET BRANCH, CENTRAL FESTIVAL PHUKET,  
NICHIT, HUEANG PHUKET DISTRICT, PHUKET 83000

Anonymity must be offered to the organization if it does not wish to be identified in the research report/academic article/conference paper. Confidentiality is more complex and cannot extend to the makers of student work or the reviewers of staff work, but can apply to the published outcomes. If confidentiality is required, what form applies?

- No confidentiality required
- Masking of organization name in research report
- No publication of the research results without specific organizational consent
- Other by agreement as specified by appendix

Signature: [Signature] Date: 29/5/2017

This form can be signed via e-mail if the accompanying email is attached with the signer's personal e-mail address included. The form cannot be completed by phone, rather should be handled via post.



**APPENDIX C**  
**RELIABILITY TESTING RESULT**

**RELIABILITY TESTING RESULT**

<b>Questions</b>	<b>Cornbrash's Alpha if Item Deleted</b>
Window Display	0.924
In-Store From Display	0.868
Floor Merchandising	0.878
Promotion Signage	0.935
Emotional States	0.841
Impulsive Buying	0.715
Attitude towards Fashion	0.859
Average Reliability of Questionnaire	0.888



**APPENDIX D**  
**LIST OF EXPERT**

## LIST OF EXPERTS

1. Ms. Wanruedee Srisamut

Visual Merchandiser

H&M (Thailand) – Phuket Branch



**BIOGRAPHY**

**NAME** Ms. Waranpath Puchayarath

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