

(RESEARCH ARTICLE)



Impact of visual merchandising on purchase intension (A mediating effect of brand image)

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Abstract

In order to improve brand awareness, impact consumer behavior, and promote in-store product discovery, visual merchandising is essential. This study looks at the effects of shelf presentations, product exhibits, and window displays on the purchase intentions of customers through visual marketing. Utilizing a quantitative methodology, the study collects data via an online survey completed by Pakistani clients. The findings show a substantial positive correlation between visual merchandising and consumer intent to buy.

Keywords: Visual Merchandising; Store Interior Atmospherics; Store layout; Window display; Brand image; Purchase intension

1. Introduction

In visual merchandising, merchandise is arranged and presented to draw in customers and entice them to interact with and buy products. Because it increases purchase intent and improves brand appeal, it is essential to the retail sector (Bhatti & Latif, 2014). Visual merchandising, as defined by Bastowshoop et al. (1991), is everything that customers see in a store—both inside and out—that piques their attention and motivates them to take action.

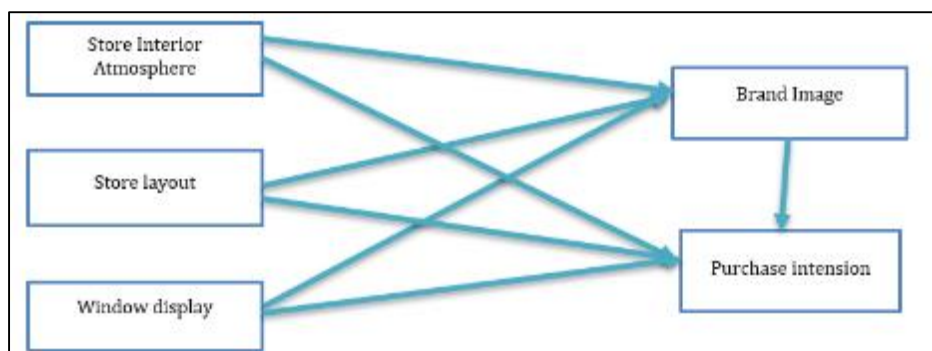


Figure 1 Framework

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In addition to showcasing products, effective visual merchandising encourages clients to buy (Khaled et al., 2019). Retailers need to implement visual merchandising methods in order to boost sales and maintain their competitiveness. As it adjusts to shifting consumer choices and social lives, the fashion business reflects these shifts (Polas et al., 2017).

2. Material and methods

2.1. Hypotheses Development

- **H1:** Window display impacts brand image.
- **H2:** Interior atmosphere affects brand image.
- **H3:** Store layout influences brand image.
- **H4:** Window display impacts purchase intention.
- **H5:** Interior atmosphere affects purchase intention.
- **H6:** Store layout influences purchase intention.
- **H7:** Brand image impacts purchase intention.
- **H8:** Brand image mediates the effect of interior atmosphere on purchase intention.
- **H9:** Brand image mediates the effect of store layout on purchase intention.
- **H10:** Brand image mediates the effect of window display on purchase intention.

2.2. Research Approach

A standardized questionnaire was utilized to collect primary data in a quantitative manner. About 200 patrons from Karachi's retail establishments took part.

2.3. Research Design

The associations between independent variables (store layout, interior design, and window display) and dependent variables (brand image and purchase intention) were investigated by correlational research. A four-minute online survey that was disseminated over social media was used to collect data.

2.4. Sampling Design

206 out of the 300 distributed surveys that were utilized for convenience sampling were completed. The sample was made up mostly of women and comprised both genders.

2.5. Instrument of Data Collection

Data on store ambience, lighting, product presentation, and layout that affected purchase intention were acquired through an online questionnaire.

2.6. Procedure of Data Collection

Online information was gathered from consumers of big-box retailers in Karachi. Participation was entirely voluntary, and ethical standards were upheld.

2.7. Statistical Technique

Structural equation modeling (SEM) using SmartPLS analyzed the relationships between variables and the mediating role of brand image.

3. Results and discussion

All five constructs—brand image, purchase intention, store layout, interior mood, and window display—have values over 0.7, ranging from 0.8 to 0.9, according to the study's Confirmatory Factor Analysis (CFA). This confirms the high acceptance of the conceptions by showing that they are well-quantified and differentiated from one another.

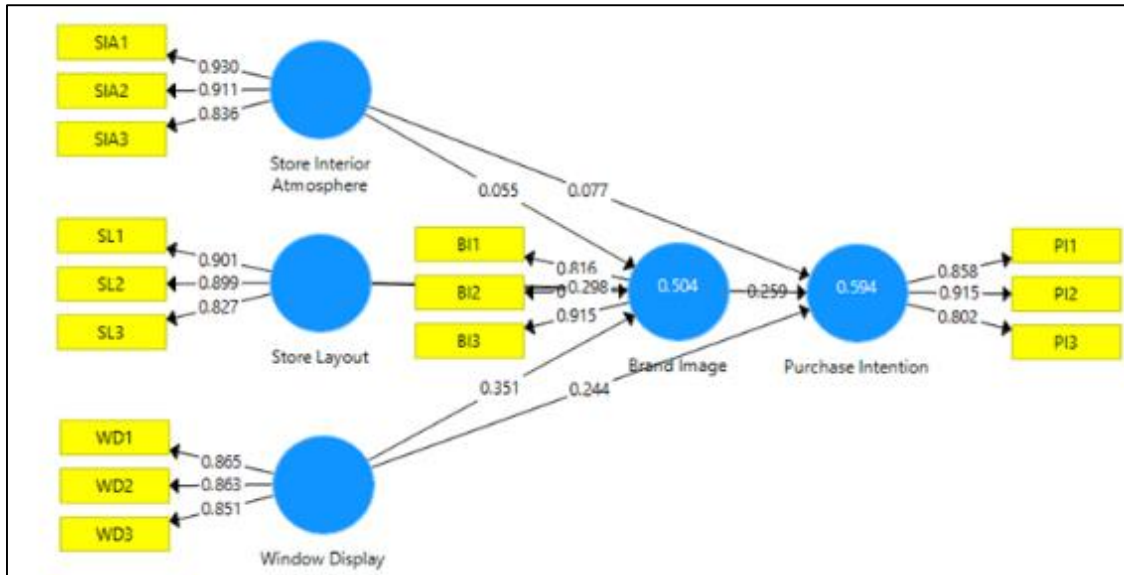


Figure 2 Outer Loading

Cronbach's alpha scores over 0.7 (range from 0.82 and above) for all constructs indicated construct validity and reliability. This suggests that the research's measures have a high level of validity and reliability.

Tabel 1 Outer Loading

	Brand Image	Purchase Intention	Store Interior Atmosphere	Store Layout	Window Display
BI1	0.816				
BI2	0.925				
BI3	0.915				
PI1		0.858			
PI2		0.915			
PI3		0.802			
SIA1			0.930		
SIA2			0.911		
SIA3			0.836		
SL1				0.901	
SL2				0.899	
SL3				0.827	
WD1					0.865
WD2					0.863
WD3					0.851

3.1. Discriminant Validity

With a few exceptions, the majority of values meet the Fornell-Larcker criterion of 0.85, indicating good discriminant validity. The constructs are distinct, as confirmed by cross-loadings and HTMT values, which are primarily below 0.85. However, certain high values may indicate possible agreeableness among respondents.

- **Variance Inflation Factor (VIF):** Every VIF score is less than 5, which denotes multicollinearity at tolerable levels.
- **Model Fit:** Metrics having values near zero, such Chi-Square and SRMR, demonstrate excellent model fit.
- **Path Coefficients:** The study revealed significant associations ($p < 0.05$) between various variables such as window display and purchase intention, store layout and brand image, and window display and buy intention. Store interior atmosphere and brand image and purchase intention have non-significant connections.

4. Conclusion

The effectiveness of visual merchandising techniques is investigated in this study, with a focus on the use of product-specific displays. Strategic product display and arrangement are key components of visual merchandising, which aims to draw in customers and influence their purchasing decisions. It is essential to the retail industry, helping to promote brands, increase purchase intent, and improve the appeal of products. Customers are drawn to and engaged by effective visual merchandising, which ultimately influences their purchasing decisions.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

Statement of informed consent

Informed consent was obtained from all individual participants included in the study.

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