Visual Merchandising effect on Fashion Oriented Impulse Buying

Purpose
Visual merchandising is widely used in the fashion industry as a promotional tool to influence consumer’s behaviour in the shops. This study aims to examine the causal relationship between visual merchandising, positive emotion, hedonic consumption, fashion involvement and fashion oriented impulse buying.

Literature review
Fashion Oriented Impulse buying is an unexpected (Cobb and Hoyer 1986), and direct purchase without any previous plan to buy fashion product (Beatty and Ferrell, 1998). It occurs, when a consumer experience a powerful internal or external stimulus that revolve into a desire to buy fashion products immediately (Clifford, 2010; Rook, 1987). Consumers in a positive feeling will most likely do fashion oriented impulsive purchase (Rook and Gardner, 1993). Promotional inducement is one of the tools used by marketers to attract consumers to experience a fashion oriented impulse buying because it will create visual encounter (Hausman, 2000; Dholakia, 2000; Rook, 1987). The purpose of this research is to investigate the impact of visual merchandising on fashion orientation impulse buying.

Design/methodology/approach
A self-administered questionnaire developed from the literature was administered to 300 British shoppers in Bournemouth High Street. A structural equation model was estimated using AMOS 21.

Findings
Visual merchandising had positive effects on positive emotion and on consumer’s fashion oriented impulse buying. Positive emotion had a positive effect on consumer’s fashion oriented impulse buying. Positive emotion was a mediator in determining fashion oriented impulse buying. Fashion involvement, hedonic consumption had positive effects on fashion oriented impulse buying.

Managerial implications
Visual merchandising can be used by retailers in the fashion industry to design strategies and actions related to supply chain management. Window display, in-store form/mannequin display, floor merchandising, promotional signage can be used to influence positive emotions and fashion oriented impulse buying.

Research limitations
This study was conducted in Bournemouth, UK. This could possibly limit the representativeness of the sample and the generalisation of the results. Future research could use samples from other cities and other countries to help validate the findings. In addition, samples could include equally both genders, several age ranges and psychographic factors in order bring more insight to fashion impulse buying.

Originality/Value
This study brings insight for practioners and help them to understand the effect of visual merchandising on impulse buying and design subsequent strategies and actions in terms of supply and selling.
References


