



Research Article

Impact of Visual Merchandising Elements on Consumers' Impulsive Buying Behaviour in Small-Scale Apparel Retail Stores of Chhattisgarh

Abhishek Marshall Lewis ^{1*}, Dr. Vivek Bajpai ²

¹ Research Scholar, Department of Commerce and Management, Dr. C.V. Raman University
 Bilaspur, Chhattisgarh, India

² Professor, Department of Commerce and Management, Dr. C.V. Raman University
 Bilaspur, Chhattisgarh, India

Corresponding Author: *Abhishek Marshall Lewis

DOI: <https://doi.org/10.5281/zenodo.19107187>

Abstract

In retail settings, visual merchandising has become a key tactic for influencing customer behaviour. This study looks at how visual merchandising components affect customers' impulsive purchasing decisions in Chhattisgarh's small-scale clothing retail establishments. A structured questionnaire was used to gather primary data from 385 consumers using a descriptive and quantitative research design. Window displays, mannequin displays, shelf presentation, and store atmosphere, which includes colours, music, and lighting, are important visual merchandising components that were looked at. Regression analysis, correlation, and descriptive statistics were among the statistical methods used. The results show that visual merchandising has a major impact on impulsive purchasing behaviour, with window displays and store ambience being the most potent inducers of impulsive purchases.

Manuscript Information

- ISSN No: 2583-7397
- Received: 11-01-2026
- Accepted: 25-02-2026
- Published: 19-03-2026
- IJCRM:5(2); 2026: 269-274
- ©2026, All Rights Reserved
- Plagiarism Checked: Yes
- Peer Review Process: Yes

How to Cite this Article

Lewis A M, Bajpai V. Impact of Visual Merchandising Elements on Consumers' Impulsive Buying Behaviour in Small-Scale Apparel Retail Stores of Chhattisgarh. Int J Contemp Res Multidiscip. 2026;5(2):269-274.

Access this Article Online



www.multiarticlesjournal.com

KEYWORDS: Visual Merchandising, Impulsive Buying Behaviour, Apparel Retail Stores, Consumer Behaviour, Store Atmosphere

1. INTRODUCTION

Over the past ten years, India's retail sector has changed a lot because of rapid urbanisation, rising disposable incomes, and shifts in consumer lifestyles. Clothing stores, in particular, have seen amazing growth as people look for stylish clothes, better shopping experiences, and fun store visits. In this changing world of retail, visual merchandising (VM) has become an important strategic tool for stores to use to get customers to buy things, communicate their brand identity, and get people to buy things. Visual merchandising is the art of making products and stores look good by using things like window displays, mannequins, store layout, lighting, colour schemes, and promotional signs.

Retailers are starting to realise that customers don't always buy things just because they are cheap or good quality. Instead, the store's atmosphere and the way it smells, sounds, and feels have a big effect on how people shop. Visual merchandising is very important for changing how customers think about things, getting their attention, and making the store feel good to shop in. Good store layouts and displays can draw in potential customers, make them want to look around, and even lead to purchases that weren't planned. Effective visual merchandising is especially important for clothing stores because it shows customers how to style and coordinate clothing items, which makes them more likely to picture themselves using the products.

The study specifically examines essential visual merchandising components, including window displays, mannequin displays, shelf presentation, and store ambience (colours, music, and lighting). The research aims to offer theoretical insights and practical recommendations for enhancing retail strategies in small apparel stores by examining the correlation between these elements and consumers' impulsive buying behaviours.

2. REVIEW OF LITERATURE

2.1 Concept of Visual Merchandising

The deliberate display of goods and store settings to draw customers and promote purchases is known as visual merchandising. Store layout, product arrangement, lighting, colour schemes, signage, mannequins, and window displays are examples of both aesthetically pleasing and practical components. Upadhyay *et al.* claim that visual merchandising improves the overall shopping experience while assisting retailers in communicating product value and brand identity. Customers are drawn in by eye-catching product displays, which also explain how products can be used or combined with other items.

Several components, such as window displays, mannequin displays, shelf presentation, store layout, lighting, colour combinations, and background music, can be used to broadly classify visual merchandising. By highlighting special products and promotional themes, window displays act as the retailer's initial point of contact with potential customers. Mannequins assist in showcasing the appearance and styling of clothing items, enabling customers to picture how the items might appear when worn. Products are arranged methodically so that

customers can browse and find items with ease, thanks to shelf presentation and store layout. Lighting, colour, and music are examples of atmospheric components that affect customers' moods while they shop and add to the store's emotional ambience.

2.2 Impulsive Buying Behaviour

An unplanned purchase decision made on the spur of the moment in reaction to outside stimuli is referred to as impulsive buying behaviour. Impulse purchases, in contrast to planned purchases, happen without prior planning and are frequently motivated more by feelings than by reason. Due to its substantial influence on retail sales, impulse buying has been extensively researched in consumer behaviour studies.

Using hedonic shopping motivation as a mediating variable, Kusumawardhani and Mulyowahyudi (2023) ^[6] investigated the effects of promotion, pricing, and brand image on impulsive purchases on the Shopee platform. The study, which used data from 147 Shopee users, discovered that brand image and price perception have a major impact on hedonic shopping motivation, which in turn encourages impulsive purchasing. On the other hand, it was discovered that advertising had a slight but favourable impact on impulsive buying. The study emphasises how crucial emotional shopping motivations are in influencing impulsive buying behaviour. Similar to this, Yasin and Anandya (2023) ^[13] looked into how self-congruence, materialism, and shopping value affected Indonesian consumers' brand attachment and impulsive purchasing behaviour when they bought branded apparel. The findings showed that materialism, ideal self-congruence, and hedonic shopping value all have a positive impact on brand attachment, which in turn causes impulsive buying. Additionally, the study found that consumers' life satisfaction is positively impacted by impulsive purchasing behaviour.

During the COVID-19 pandemic, Mallari *et al.* (2023) ^[7] investigated how impulse buying mediated the relationship between hedonic shopping motivation and life satisfaction among Filipino internet shoppers. According to their research, consumers who have greater hedonic shopping motivations also typically exhibit more impulsive purchasing behaviours. However, there was no clear correlation found between impulsive buying and life satisfaction, indicating that the two may operate independently.

Zafer *et al.* (2023) ^[15] looked at the mediating function of brand experience as well as the impact of utilitarian consumption on impulsive buying behaviour. The study, which involved 421 Turkish university students, found that brand experience is a significant mediating factor and that utilitarian consumption has a positive impact on impulse buying behaviour. In electronic retailing, Kathiravan and Mahalakshmi (2022) ^[5] investigated factors that influence customer-based brand equity in impulsive purchases. According to their research, brand equity and trust have a big impact on consumers' propensity for impulsive purchases when they shop online.

Similarly, Silvia (2021) ^[9] investigated how brand ambassadors and access speed affected Indonesian Shopee users' propensity for impulsive purchases. The findings demonstrated that brand ambassadors and access speed have a major impact on impulsive buying behaviour.

Fatimah and Ansari (2021) ^[3] looked into how impulse buying behaviour in the Shopee marketplace was affected by price reductions, aesthetic appeal, and electronic trust. According to their findings, impulsive purchases are greatly stimulated by price reductions and aesthetic appeal, and consumer purchasing decisions are also significantly influenced by electronic trust. According to Bashar (2020) ^[1], impulsive buying is the sudden, overwhelming desire to buy a product right away. These purchases are usually linked to emotions of pleasure, excitement, and emotional fulfilment. Impulsive buyers frequently make snap decisions without carefully considering long-term effects or product alternatives. A conceptual framework for analysing the impact of psychographic traits on impulsive purchasing behaviour through the mediating function of brand loyalty was previously developed.

Bashar (2020) ^[1]. The study found that brand loyalty serves as a crucial mediating factor in impulsive purchasing decisions and that individual personality traits and social characteristics have a significant impact on consumer purchasing behaviour.

Yiğit and Tıgh's (2018) ^[14] study looked at how consumers' online impulse buying behaviour in private shopping clubs was affected by brand awareness and brand loyalty. Their research showed that while brand awareness and brand loyalty moderate these relationships, browsing behaviour, time constraints, and perceived low prices all have a significant impact on impulse buying.

Podoshen and Andrzejewski (2012) ^[8] examined the connections between brand loyalty, materialism, conspicuous consumption, and impulsive purchases. The study showed a strong correlation between materialistic values and impulsive buying behaviour using structural equation modelling on survey data gathered from more than 500 participants. The results demonstrate how consumer personality traits and social status motivations affect impulsive purchasing behaviour.

When taken as a whole, these studies highlight how a mix of environmental cues, marketing stimuli, and psychological factors affects impulsive purchasing behaviour. Even though a lot of research focuses on online shopping, the fundamental ideas are still relevant in real-world retail settings. Thus, a significant addition to current research is to look at how visual merchandising components affect impulsive purchasing behaviour in small-scale clothing retail establishments.

Table 1: Selected Empirical Studies on Impulsive Buying Behaviour

Author	Year	Context	Method	Key Findings
Podoshen & Andrzejewski	2012 ^[8]	Consumer behaviour	SEM	Materialism significantly influences impulse buying and brand loyalty
Yiğit & Tıgh	2018 ^[14]	Online retail	Survey	Brand awareness and loyalty moderate impulse buying behaviour
Bashar	2020 ^[1]	Conceptual framework	Literature review	Psychographic factors influence impulse buying behaviour
Silvia	2021 ^[9]	Shopee platform	Survey	Access speed and brand ambassador influence impulse buying
Fatimah & Ansari	2021 ^[3]	E-commerce	Survey	Price discounts and visual appeal significantly trigger impulse purchases
Kathiravan & Mahalakshmi	2022 ^[5]	Online retail	Survey	Brand trust and brand equity influence impulse buying behaviour
Kusumawardhani & Mulyowahyudi	2023 ^[6]	Shopee platform	Survey	Price and brand image influence impulse buying via hedonic motivation
Yasin & Anandya	2023 ^[13]	Apparel consumers	SEM	Self-congruence and materialism influence impulsive buying
Mallari <i>et al.</i>	2023 ^[7]	Online shopping	Survey	Hedonic shopping motivation increases impulse buying behaviour
Zafer <i>et al.</i>	2023 ^[15]	Consumer behaviour	Survey	Utilitarian consumption influences impulse buying through brand experience.

2.3 Visual Merchandising and Consumer Purchase Patterns

The connection between visual merchandising and consumer purchasing behaviour has been the subject of numerous studies. According to research, customers' perceptions of product quality, store image, and purchase intentions can all be greatly influenced by well-designed store displays and atmospheric cues.

According to a study done in Sri Lankan clothing retail stores by Wanniachchi and Kumara (2017) ^[12], visual merchandising components like window displays, mannequins, colour schemes, and music have a significant impact on consumers' purchasing decisions. According to their findings, attractive visual displays encourage customers to enter stores and peruse merchandise.

In a similar vein, Taushif and Gupta (2013) ^[10] looked into how in-store cues affected consumers' impulsive purchases in malls. According to their research, consumers' propensity for impulsive purchases is greatly influenced by product displays, promotional signage, and store atmosphere. Retailers can turn browsing customers into actual buyers with the aid of eye-

catching displays and neat product arrangements. The significance of visual presentation is also highlighted by research on online retail environments. Visual merchandising strategies in e-commerce websites, according to Bonera and Corvi (2014) ^[2], improve customers' online shopping experiences and lower perceived risk. The fundamental idea is the same, despite the differences between online and offline retail settings: aesthetically pleasing product presentation can have a big impact on customers' decisions.

There is little empirical data on small-scale clothing retailers in emerging markets, despite a wealth of research on visual merchandising in organised retail settings. These stores frequently have little funding and mainly rely on simple display strategies. Thus, it is still crucial to investigate how certain visual merchandising components affect impulsive purchasing behaviour in these situations.

2.4 RESEARCH GAP

Previous research shows that visual merchandising has a big impact on consumers' purchasing decisions. However, little

attention has been paid to small-scale clothing retailers in developing areas like Chhattisgarh; instead, the majority of studies have concentrated on large retail formats like shopping centres, branded stores, or online platforms. Additionally, there is a need to investigate each visual merchandising element's unique impact on impulsive purchasing behaviour because few studies look at them separately.

3. OBJECTIVE AND HYPOTHESES DEVELOPMENT

Based on the literature, the following objectives and hypotheses are formulated.

1. To analyse the impulsive buying behaviour of consumers towards small-scale apparel retailers.
2. To investigate the impact of different types of visual merchandising on impulsive buying behaviour.

H1: Window display has a significant positive impact on consumers' impulsive buying behaviour.

H2: Mannequin display has a significant positive impact on consumers' impulsive buying behaviour.

H3: Shelf presentation has a significant positive impact on consumers' impulsive buying behaviour.

H4: Colours, music, and lighting have a significant positive impact on consumers' impulsive buying behaviour.

4. RESEARCH METHODOLOGY

In order to investigate the connection between visual merchandising components and consumers' impulsive purchasing behaviour in small-scale clothing retail establishments, this study used a descriptive and quantitative research design. A cross-sectional survey approach was used, in which a structured questionnaire was used to gather data from participants all at once. The researcher was able to record consumers' opinions of visual merchandising techniques and their impact on impulsive purchases thanks to this design. Because it enables the application of statistical methods to investigate relationships between variables and test the suggested hypotheses, quantitative analysis was deemed suitable.

The study was carried out in a few Chhattisgarh urban markets, where small-scale clothing retailers make up a sizable portion of the regional retail industry. Usually run independently, these stores mainly serve local customers. Customers who visited these clothing retail stores during the data collection period made up the target population. Respondents who had recently shopped at small clothing retail stores were chosen using a non-probability purposive sampling technique because a full list of customers was not available. 385 valid responses in all were gathered, which is thought to be sufficient for studies on consumer behaviour.

A structured questionnaire with three sections: demographic data, opinions of visual merchandising elements (window display, mannequin display, shelf presentation, colours, music, and lighting), and impulsive purchasing behaviour was used to collect primary data. A five-point Likert scale was used to

gauge responses. Descriptive statistics, multiple regression analysis with a significance level of 0.05 for hypothesis testing, reliability analysis using Cronbach's alpha, and Pearson correlation analysis were all used in the data analysis.

5. DATA ANALYSIS AND RESULTS

This section presents the empirical analysis of the data collected from 385 consumers visiting small-scale apparel retail stores in selected cities of Chhattisgarh. The analysis includes the socio-demographic profile of respondents, descriptive statistics of impulsive buying behaviour, evaluation of visual merchandising elements, and hypothesis testing using correlation and regression analysis.

5.1 Socio-Demographic Profile of Respondents

The demographic characteristics of respondents provide insight into the composition of the sample population and their shopping behaviour.

Table 2: Socio-Demographic Profile of Respondents (n = 385)

Variable	Category	Frequency	Percentage
Gender	Male	210	54.5
	Female	175	45.5
Age	18–25 years	118	30.6
	26–35 years	132	34.3
	36–45 years	79	20.5
	Above 45	56	14.6
Education	Graduate	162	42.1
	Postgraduate	118	30.6
	Diploma	60	15.6
	Others	45	11.7
Monthly Income	Below ₹20,000	96	24.9
	₹20,000–₹40,000	140	36.4
	₹40,000–₹60,000	92	23.9
	Above ₹60,000	57	14.8
Shopping Frequency	Monthly	145	37.7
	Once every 2–3 months	156	40.5
	Rarely	84	21.8

Interpretation: According to the demographic analysis, 45.5% of respondents are female, and 54.5% of respondents are male. The majority of respondents (34.3%) are between the ages of 26 and 35, followed by those between the ages of 18 and 25 (30.6%), suggesting that young and middle-aged consumers predominate in retail clothing shopping. Graduates make up 42.1% of the respondents, indicating that these retail establishments are frequented by a reasonably educated clientele. In terms of income levels, the majority of respondents (36.4%) make between ₹20,000 and ₹40,000 a month, highlighting the significance of middle-class customers for small clothing stores. Regarding shopping habits, 40.5% of respondents buy clothing once every two to three months, while 37.7% shop every month, indicating frequent use of clothing stores.

5.2 Descriptive Findings on Impulsive Buying Behaviour

To examine consumers' impulsive buying tendencies, descriptive statistics were calculated based on responses to Likert-scale items measuring impulsive purchase behaviour.

Table 3: Descriptive Statistics of Impulsive Buying Behaviour

Statement	Mean	Std. Deviation
I often purchase clothing items spontaneously	3.68	0.82
Attractive store displays encourage me to buy unplanned products	3.85	0.75
I feel tempted to purchase apparel when it looks appealing	3.79	0.77
I sometimes buy clothing even if I had not planned to purchase it	3.61	0.86
I feel excited when making unplanned purchases	3.63	0.81

Interpretation: The findings show that customers in clothing retail establishments exhibit moderate impulsive purchasing tendencies. The statement with the highest level of agreement was "Attractive store displays encourage me to buy unplanned products" (Mean = 3.85), indicating that visual merchandising components are important in encouraging impulsive purchases. Overall, the mean scores, which range from 3.61 to 3.85, show that customers who shop at small-scale clothing retail stores frequently exhibit impulsive purchasing behaviour.

5.3 Evaluation of Visual Merchandising Elements

Respondents were asked to evaluate the effectiveness of different visual merchandising elements in apparel retail stores.

Table 4: Perceived Effectiveness of Visual Merchandising Elements

Visual Merchandising Element	Mean	Std. Deviation
Window Display	3.89	0.74
Mannequin Display	3.76	0.81
Shelf Presentation	3.64	0.79
Colours, Music and Lighting	3.92	0.69

Interpretation: The findings indicate that colours, music, and lighting (Mean = 3.92) are perceived as the most effective visual merchandising elements influencing consumers' purchasing behaviour. This is followed by window displays (Mean = 3.89) and mannequin displays (Mean = 3.76). Shelf presentation received comparatively lower ratings (Mean = 3.64), indicating that many small apparel retailers may need to improve product arrangement and store organisation.

5.4 Hypothesis Testing: Impact of Visual Merchandising on Impulsive Buying Behaviour

Multiple regression analysis was conducted to examine the effect of visual merchandising elements on consumers' impulsive buying behaviour.

Table 5: Regression Results

Variable	Beta	t-value	Significant
Window Display	0.281	6.82	0.000
Mannequin Display	0.219	5.74	0.000
Shelf Presentation	0.176	4.63	0.000
Colours, Music & Lighting	0.314	7.91	0.000

Interpretation: The regression results show that all visual merchandising elements significantly influence impulsive buying behaviour. Among these factors, store atmosphere (colours, music, and lighting) exhibits the strongest influence ($\beta = 0.314$), followed by window display ($\beta = 0.281$) and mannequin display ($\beta = 0.219$). Shelf presentation also demonstrates a significant effect but with comparatively lower influence. These findings confirm that visual merchandising elements play an important role in stimulating impulsive purchases among apparel consumers.

6. DISCUSSION, MANAGERIAL IMPLICATIONS, LIMITATIONS AND CONCLUSION

The study's conclusions demonstrate how important visual merchandising components are in influencing customers' impulsive purchasing decisions in small-scale clothing retail establishments. The findings show that visual merchandising techniques like shelf presentation, window displays, mannequin displays, and store ambience all favourably influence impulsive purchases. These results are in line with past research that indicates the retail environment and visual presentation are important factors in influencing consumer purchasing behaviour and promoting impulsive purchases.

The strongest stimulus influencing impulsive purchasing behaviour was found to be store atmosphere, specifically colours, music, and lighting. In addition to encouraging customers to spend more time inside the store and increasing the possibility of impulsive purchases, a well-designed store ambience creates a cosy and emotionally engaging shopping environment. Because eye-catching shopfront presentations draw customers in and encourage them to enter the store, window displays were also found to have a significant impact. In a similar vein, mannequin displays increase product appeal and promote impulsive purchases by allowing consumers to see how clothing items can be worn or styled. According to demographic data, younger consumers, particularly those between the ages of 18 and 35, tend to be more impulsive buyers than older consumers.

The findings imply that small clothing stores should give priority to economical visual merchandising techniques from a managerial standpoint. By utilising suitable lighting, eye-catching colour schemes, and relaxing background music, retailers can improve the atmosphere of their stores and make them feel more welcoming to customers. Additionally, attractive window displays and well-groomed mannequins can successfully highlight fashion trends and draw in customers. Additionally, well-organised shelf presentation can increase product visibility and entice buyers to peruse merchandise.

The study does have some limitations, though. The findings' generalisability may be limited by the use of cross-sectional data and purposive sampling. Additionally, the study only looks at small clothing retail establishments, particularly in Chhattisgarh cities. Future studies could look at different areas, contrast online and offline retail settings, or investigate other retail industries. According to the study's overall findings, small retailers can use visual merchandising as a strategic tool to

increase customer engagement and encourage impulsive purchases.

REFERENCES

1. Bashar A. Impulsive buying behaviour: A literature review. *ELK Asia Pacific Journal of Marketing and Retail Management*. 2020;6(2):9-23.
2. Bonera M, Corvi E. The relevance of visual merchandising for online retailers. *International Journal of Applied Behavioural Economics*. 2014;3(4):1-16. doi:10.4018/ijabe.2014100101
3. Fatimah S, Ansari M. The influence of price discounts, visual appeal, and electronic trust on impulse buying in the Shopee marketplace. *Journal of Retailing and Consumer Services*. 2021;60:102472. doi:10.1016/j.jretconser.2020.102472
4. Ha Y, Kwon W, Lennon S. Online visual merchandising of apparel websites. *Journal of Fashion Marketing and Management*. 2007;11(4):477-493. doi:10.1108/13612020710824553
5. Kathiravan C, Mahalakshmi S. Determinants of customer-based brand equity and impulse buying behaviour in e-retailing. *International Journal of Retail and Distribution Management*. 2022;50(7):945-960. doi:10.1108/IJRDM-09-2020-0372
6. Kusumawardhani R, Mulyowahyudi D. Promotion, price perception and brand image influencing impulse buying through hedonic motivation. *Journal of Retailing and Consumer Services*. 2023;71:103165. doi:10.1016/j.jretconser.2022.103165
7. Mallari D, Santos M, Reyes J. Hedonic shopping motivation and impulse buying behaviour among online consumers during the COVID-19 pandemic. *Asia Pacific Journal of Marketing and Logistics*. 2023;35(2):460-478. doi:10.1108/APJML-06-2021-0448
8. Podoshen J, Andrzejewski S. An examination of the relationships between materialism, conspicuous consumption, impulse buying, and brand loyalty. *Journal of Marketing Theory and Practice*. 2012;20(3):319-333. doi:10.2753/MTP1069-6679200306
9. Silvia M. The influence of access speed and brand ambassador on impulse buying behaviour in the Shopee application among students. *International Journal of Business and Management Studies*. 2021;13(2):105-118.
10. Taushif MR, Gupta M. A study of factors affecting impulse buying behaviour of consumers at malls (Delhi). *International Journal of Research and Development – A Management Review*. 2013;2(2):46-50.
11. Upadhyay A, Jauhari S, Singh V. Visual merchandising: An integrative review. *Indian Journal of Applied Research*. 2017;7(4):356-359.
12. Wanniachchi NH, Kumara WVL. Impact of visual merchandising on consumer buying behaviour in clothing retail stores. *Journal of Engineering and Technology of the Open University of Sri Lanka*. 2017;4(2):42-57.
13. Yasin B, Anandya D. Self-congruence, materialism and shopping value influencing brand attachment and impulsive buying behaviour. *Journal of Consumer Behaviour*. 2023;22(3):685-701. doi:10.1002/cb.2130
14. Yiğit M, Tıgılı M. The role of brand awareness and brand loyalty in online impulse buying behaviour. *International Journal of Retail and Distribution Management*. 2018;46(8):771-787. doi:10.1108/IJRDM-12-2016-0239
15. Zafer A, Kaya M, Demir H. Utilitarian consumption and impulse buying behaviour: The mediating role of brand experience. *Journal of Consumer Marketing*. 2023;40(3):350-362. doi:10.1108/JCM-05-2022-5210

Creative Commons (CC) License

This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution–Non-Commercial–No Derivatives 4.0 International (CC BY-NC-ND 4.0) license. This license permits sharing and redistribution of the article in any medium or format for non-commercial purposes only, provided that appropriate credit is given to the original author(s) and source. No modifications, adaptations, or derivative works are permitted under this license.

About the corresponding author



Abhishek Marshall Lewis is a Research Scholar in the Department of Commerce and Management at Dr. C.V. Raman University, Bilaspur, Chhattisgarh, India. His academic interests focus on commerce, management studies, and contemporary business practices, with an emphasis on research-driven insights and practical applications in the evolving economic landscape.