

Effect of Demographic Factors on Influence of Visual Merchandise Towards Gold Jewellery Industry

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Abstract:

The ever changing retailing Industry facing end number of challenges to attract the customers. For the same, Visual merchandise is acting as one of the strong influencing element to bring traffic in the store. The aim of the study is to identify the impact of demographic factor on consumer buying behaviour towards gold jewellery. 102 respondents of Surat city was surveyed. The Kruskal Wallis test and Mann-Whitney test was applied. The implications of the finding would helpful to academicians and marketers.

Key words : Visual merchandise, Gold jewellery, Demographic factors, Consumer Behaviour, Retail interior and exterior

Introduction

Visual merchandise is a marketing practise that uses floor plans, colour, lighting, displays, technology, and other elements to attracts customer attention. Its ultimate purpose is to use the retail space to generate more sales by making a store stands out and attracting shoppers.

Visual merchandise plays a vital role in Influence the consumer buying behaviour through various elements like Lighting, props, Mannequins, flooring etc. Consumer Buying Behavior is the sum total of the consumers' attitudes, Preferences, intentions, and decision regarding their behaviour in the marketplace when buying products or Services.

What are the major factors that influence consumer buying behaviour?

A variety of factors go into the consumer buyer behaviour process, including cultural, social, personal, and psychological factors.

- Cultural Factors - A group of people is associated with a set of values and ideologies that belong to a particular community. When a person comes from a particular community, his/her behavior is highly influenced by the culture relating to that particular community. It includes, Culture, Subculture and Social class.
- Social Factors - Humans are social beings and they live around many people who influence their buying behavior. Humans try to imitate other humans and also wish to be socially accepted in the society. Hence their buying behavior is influenced by other people around them. These factors are considered as social factors. It included Friends and Family, Reference group etc...
- Personal Factors - These may include someone's age, gender, marital status, income, Education, budget, personal beliefs, values, and morals.
- Psychological Factors - Human Psychology is a major determinant of consumer behaviour. These factor are difficult to measure but are powerful enough to Influence buying behaviour of consumer which includes, Motivation, Learning, Attitude, Perceptions etc.

In our era, the power of sight reigns supreme; the unseen often lingers unnoticed. When it comes to marketing luxury and jewellery items, the art lies in crafting an allure that swiftly transforms mere spectators into eager patrons. This is where the significance of jewellery visual merchandising emerges – the strategic arrangement and

presentation of products within a store. To grasp the diverse strategies brands employ in their visual merchandising endeavors, one can simply step into a bustling mall, explore various boutiques, and take note of the arresting displays that capture attention.

Within the realm of jewellery retail, the challenge often lies in promoting opulent and extravagant pieces that possess inherent complexity in their sales pitch. In this article we will learn about jewellery visual merchandising, jewellery merchandising course, jewellery merchandiser meaning and how you can become a successful jewellery merchandiser.

Literature Review:

(S. Madhvi and T. S. Leelawati 2013) : IMPACT OF VISUAL MERCHANDISING ON CONSUMER BEHAVIOR TOWARDS WOMEN APPAREL :

In this study, Researcher's aim is to identify the impact of visual Merchandise on consumer Behaviour towards women appeals. The primary data were collected through questionnaire from 63 respondents . The study was applied in Vijaywada. Findings says that retailer should know what makes customer to do impulse purchase and accordingly retailers should frame and use marketing tactics, another finding is that the themes like colours of the merchandise and another props, presentation of the same and sensory elements such as signage, lightings etc... strongly influence purchase decision and along with the same displays significantly influence the spirit of purchase.

(Neha P. Mehta and Pawan Kumar Chugan 2014) : Impact of Visual Merchandising on Consumer Behavior: A Study of Furniture Outlets :

In this study, researcher's aim is to know the impact of visual merchandising on consumer behaviour with reference to the furniture outlet. The exploratory and descriptive research design were used in this research. The purposive sampling technique were used in this research. The data was collected through questionnaire from 337 respondent. The study was applied in Ahmedabad, the data was analysed through correlation, regression, and factor analysis. The finding indicates that, store's front impacts on purchase intention in terms of furniture and electronic products and this front/entrance Influence customer to visit and purchase from the store, it also communicate the what kind of the product are you selling in your store, also retailer should creatively create window display and store front, as furniture and electronic items are not purchase on impulse though there is an impact of the window display and store front on consumer buying behaviour.

(Neha P. Mehta, Pawan Kumar Chugan 2014) : Consumer's Perception for Visual Merchandising of Lifestyle Apparel Stores :

The aim of the study is to study consumer perception of different retail stores for apparel in terms of visual merchandising through perceptual mapping. The research design is divided into two parts, the first part is exploratory in nature and the second part is descriptive. The sampling techniques was mall intercept method as customers who had purchased from the retail outlet were surveyed as they moved out of the store post to their purchase along with the ones who had not purchased. The sample size for the research stood at 385. The study was applied in Ahmedabad. Statistical Package for Social Science (SPSS) was used for the analysis of the data collected through survey with help of questionnaire. The reliability test for the questionnaire, the Cronbach's Alpha test was 0.788 Table 1, which means the questionnaire is reliable. Visual merchandiser and marketers should focus more on this (i.e... VM) because it is the non-expensive mode of increasing the sale, also it proved that, different organised retail outlet is known for their unique arrangement of the element of visual merchandise such as... Shopper's stop is for their mannequins(dummy models) displays, Pantaloons for the windows, Central for signage, Westside for fixtures etc.. by this retailer should focus more on their strength to increase their impulse purchase, and also the VM is the non-expensive way to increase the sale.

(Kaldeen Mubarak, Musthapha Mufeeth 2020) : IMPACT OF VISUAL MERCHANDISING OF CLOTHING STORES ON IMPULSE BUYING BEHAVIOR :

The purpose of this research was to investigate the relationship between customer apparel impulse buying behaviours and visual merchandising such that window display, mannequin display, floor merchandising and promotional signage. The study was conducted at 20 selected famous clothing stores in Ampara District. A response of 200 fashion cloth customers was collected through the structured questionnaire. and the multiple regression analysis was carried out using SPSS 25 to find the relationships between customer impulse buying and visual merchandising. The result of the present study shows that how the elements of the visual merchandise displayed in store is relate to the impulse purchase, also it was found that these displays are crucial in fashion store to sell the products and create/enhance the store image.

(Sachini Jayathilaka 2018): Impact of Visual Merchandising on Brand Image: A study done on Cotton Collection's flagship brand COCO :

The purpose of the research is to ascertain the effectiveness of VM as a marketing tool in building brand image for COCO. The main objective of this research was to study the impact of VM (Décor, floor merchandising, window display and mannequins) on COCO brand image among 20- 50 years of age, female customers who visit the COCO section at the store. The basis for this research methodology is developed based on the layers of research identified by Saunders et al (2009) through the research onion. Research onion provides initial knowledge required to choose the most appropriate data collection techniques and analysis procedures for the research depending on the research question. The sample consisted 50 customers that visit Cotton Collection, Dharmapala Mawatha, Colombo 7 out of 350 – 400 customers that visits the store averagely on a day and the survey was a questionnaire done inside the store. This questionnaire took about 5 – 7 mins of the customers' shopping time. Findings from primary research study outlined the importance of highlighting COCO's uniqueness, showcasing bestsellers prominently, and prioritising in-store decorations, especially aligning window displays with COCO's brand to create a strong initial brand impression.

(Mrs. KAUSER SULTANA 2020) : IMPACT OF VISUAL MERCHANDISING ON PATRONAGE INTENTION OF MILLENNIAL CUSTOMERS OF APPAREL SHOPS IN SHOPPING MALLS IN CHENNAI :

A Study with Special Reference to Chennai City In this study, researcher's aim is to study and analyse the Perception of Millennial Customers on Visual Merchandising with respect to Apparel Shops in Chennai, and to assess the Attitude of Millennial Customers towards Visual Merchandising with respect to Apparel Shops in Chennai, also to examine the level of Satisfaction of Millennial Customers on Visual Merchandising with respect to Apparel Shops in Chennai, and to analyse the impact of Visual Merchandising on Attitude and Satisfaction of Millennial Customers towards Apparel Shops in Chennai, Along with the same to evaluate the impact of Visual Merchandising on Patronage Intention of Millennial Customers towards Apparel Shops in Chennai. Exploratory and Analytical research design was adopted in this research. The primary data was collected through questionnaire, from the 550 respondent. The study is applied in Chennai city. Convincing sampling technique were used. The data was analysed through t-test, One-way ANOVA, Pearson Correlation, Multiple Regression, Factor Analysis and Structural Equation Model (SEM). The result suggest that Millennial shoppers' views on apparel store visuals found they highly appreciate and are satisfied with merchandising, especially signage and store ambiance. Demographics like gender and income strongly influence their perception. Positive attitudes, satisfaction, and the likelihood of revisiting were linked, with promotional signage playing a crucial role in shaping these aspects.

(V.V. Devi Prasad Kotni 2015) : Customer Perception towards Visual Merchandising: A Study of Select Apparel Retail Outlets in Visakhapatnam, Andhra Pradesh, India :

In this study, researcher's aim is to find out the impact of visual displays in the store which causes to change the buying decisions of the customers. The descriptive research design were used in this study, the primary data was collected through questionnaire, from 200 respondents, the random stratified sampling method were used. The study

is applied in the Visakhapatnam city. The result suggest that retailer of the apparel store must expand their assortment to cater the different-different customer, by this the experience of the customer will enhanced.

(Khushpreet Kaur 2023) INVESTIGATING THE ROLE OF VISUAL MERCHANDISING PRACTICES ON BUYING EXPERIENCE OF CONSUMERS :

In this study, researcher's aim is to identify role of visual merchandising practices in the various apparel retail stores which used visual merchandising elements to attract the customers. The primary data was collected from the questionnaire, from the 120 respondents, the random sampling method were used in this study, the study is applied in Ludhiana region. The data was analysed through T-test. The result suggests that females are the one who has more Influence of visual merchandise in their shopping decision the promotional offers' signage Influence them to do impulse purchase. Retailers recognise that changing window displays on weekly basis leads to rise in the footfall and sales of the store, the aim of doing this is to retain the regular customer of the store.

(Rasa Gudonavičienė, Sonata Alijosiene, 2015) : Visual Merchandising Impact on Impulse Buying Behaviour :

In this study, researcher's aim is to identify what visual merchandising elements make the highest impact on consumer buying behaviour for consumers in Lithuania when shopping in specialised clothing and footwear stores. The descriptive research design were used in this study, the primary data was collected through questionnaire from the 210 respondents, the sample is selected through Convenience sampling technique, the study is applied in Kaunas city. The data was analysed through Standard deviation and mean. The result found that, window displays and in-store design has a strong impact among the other five elements of the the visual merchandise in clothing and footwear store.

(Neha P. Mehta, Pawan K. Chugan 2013) : The Impact of Visual Merchandising on Impulse Buying Behavior of Consumer: A Case from Central Mall of Ahmedabad India:

The main aim of the study is to explore the dimensions of visual merchandising, to study the impact of visual merchandising on consumer attitude and consumer response in terms of apparel segment. To study the impact of visual merchandising on the impulse buying behaviour of the consumers. The research design is divided into two parts, the first part is exploratory in nature and the second part is descriptive. The sample size of the research was 100 but sixteen were outliers hence, the revised sample size was 84. The sampling technique was mall intercept method, customer who walk out of the store were surveyed with the help of structured questionnaire. Thus, sampling procedure is purposive sampling. The survey was conducted in Central Mall of Ahmedabad for four days. With the help of SPSS reliability test, factor analysis, correlation and linear regression have been run on the data to get the findings. The regression analysis found that the promotional signage is the powerful tool that help store in increase the store's impulse purchase, means because of the promotional signage store's impulse purchase is increased.

Research Methodology:

For this research, the researcher has used descriptive research design as the aim of the study was to identify the effect of demographic factors on Influence of Visual Merchandise Towards Gold Jewellery. For the study, 102 samples were collected from the consumer of Gold Jewellery. The sample were collected from Surat city. To collect the data, Non-Probability Convenience sampling method was used.

Data Analysis:

For data analysis, SPSS was used. To find out the effect of Gender with opinion of respondents towards influence of visual merchandising on Gold Jewellery purchase decision, the Mann-whitney U test was used. For other demographic variables (Age group), the Kruskal-Wallis test was applied.

To test the hypothesis, the null hypothesis was developed as below:

H_0 : There is no significant difference in the influence of visual merchandise on gold jewellery purchase decision among the male and female respondents.

H_0 : There is no significant difference in the influence of visual merchandise with reference to the respondents' age.

Result of Mann-Whitney Test:

H_0 : There is no significant difference in the influence of visual merchandise on gold jewellery purchase decision among the male and female respondents.

H_1 : There is significant difference in the influence of visual merchandise on gold jewellery purchase decision among the male and female respondents.

Mann Whitney U Test Statistics (Grouping Variable Gender)		
Gender	Mann Whitney U	1153.500
	Wilcoxon W	2378.500
	Z	-1.011
	p-value	0.312

Mean Rank score of Decision of purchasing gold jewellery is heavily influenced by stores' visual merchandise and Gender

Gender		N	Mean Score	Sum of Ranks
	Male	53	54.24	2874.50
	Female	49	48.54	2378.50
	Total	102		

From the above table it can be said that for gender, the p-value is greater than significant level 0.05, thus the null hypothesis is accepted so, it can be interpreted that There is no significant difference in the influence of visual merchandise on gold jewellery purchase decision among the male and female respondents.

Result of Kruskal Wallis Test:

H_0 : There is no significant difference in the influence of visual merchandise with reference to the respondents' age.

H_1 : There is a significant difference in the influence of visual merchandise with reference to the respondents' age.

Kruskal Wallis Test Statistics			
Age group			Null Hypothesis
	Kruskal Wallis H	0.733	Accepted
	Df	4	
	Asymp Sig.	0.947	

The above table is witness of result that for the Age group, the p-value is greater than 0.05 thus the null hypothesis is accepted. So it can be said that there is no significant difference in the influence of visual merchandise with reference to respondents' age.

Conclusion:

The demographic factors do not have influence on purchasing gold jewellery through attractive Visual merchandise. Here gender and age group were taken to identify the influence of visual merchandise on buying behaviour of consumer towards gold jewellery. There is no significant difference found in influence of male and female respondents. For age group there also no significant difference found towards influence of visual merchandise in gold jewellery. So marketer should not focus more on differentiating the stores' ambience as per gender and age of the customer.

Implications from findings:

The recent Study throw light on importance of Visual merchandise and its effect on Consumer purchases decision. The result of the study indicates that there is no sig difference of gender and age groups found on impact of Visual merchandise on purchasing gold jewellery. This indicate marketers need not to differentiate store ambience as per different age and gender category of consumer. Form the study it was found that the store ambience and its component have positive impact while making purchase decision so Gold jewellery retailer needs to invest on different furniture and fixtures, lighting, mannequin, etc. the Visual merchandise can act as one of the important promotional tool too for attracting new customers.

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