

**A STUDY ON THE INFLUENCE OF RETAIL VISUAL MERCHANDISING ON
IMPULSE PURCHASES AND CUSTOMER LOYALTY INTENTIONS IN
TRICHIRAPPALLI CITY: A PRACTICAL STUDY WITH SPECIAL REFERENCE TO
BRANDED READY-MADE MEN'S APPAREL.**

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ABSTRACT

The term "retail" originates from the French word "retailer," signifying "to break the mass." Consequently, a retailer can be described as a vendor or merchant who sells small quantities of items to a broad customer base.

Information was gathered from 193 participants through the application of Simple Random Sampling. The chosen research methodology is descriptive research. The sample size was determined using a 95 percent confidence level, a 5% margin of error, and a 50 percent population proportion, resulting in a final sample size of 385. I utilized half of this final count. A total of 193 respondents actively participated in the study. A preliminary questionnaire test involved a sample size of 15 individuals, primarily conducted to verify the authenticity of the instrument.

The final sample for analysis comprised 193 respondents. The study employed IBM SPSS Statistical Version 20.0 for its investigation, utilizing tools such as the Reliability Test, Factor Analysis, and Multiple Regression. To quantify and examine the relationship between dependent and independent variables, Structural Equation Modeling (SEM) was employed. A reliability test was executed, yielding coefficient alpha (Cronbach's alpha) values converted to 0.937. This indicates that the records are both sufficient and dependable. The results suggest a robust correlation between all facets of visual merchandising and impulse shopping behavior. Furthermore, the findings reveal a significant association between impulse buying behavior and customers' intent to purchase branded ready-made men's items.

Keywords: Visual Merchandising, Impulsive Buying, apparel, Consumers, retail Store arrangement, Promotional Signage, Mannequin Display, in-Store merchandise Display, Customer Patronage.

INTRODUCTION:-

Visual merchandising is the presentation of a store and its products designed to visually attract customers. This involves enhancing the store's appearance, maintaining cleanliness, and ensuring that the interior presentation aligns with the external promises.

- Economic time

The retail sector aims to engage with customers and boost sales by strategically presenting and promoting selected offers. In visual merchandising, products are usually showcased in a manner that highlights their key features and benefits, with the intention of capturing the attention of the target market and enticing potential buyers.

-Business dictionary

The role of Visual Merchandise can be listed as below:

1. Simplifying the process of selling the product or service.
2. Informing and instructing customers about the product or service within the store.
3. Ensuring a hassle-free shopping experience for buyers by providing information on colors, sizes, costs, and the essential location of the item.
4. Contributing to the creation and improvement of the store's reputation.

INSTRUMENTS USED FOR VISUAL MERCHANDISE

Creating an impact on customers involves various elements within the store. In addition to employing visual elements to leave a lasting impression, several widely utilized strategies include:

- Window Display
- Lighting
- Mannequins
- Plannogram

- Merchandise presentation

STATEMENT OF THE PROBLEM:-

As competition in the retail sector intensifies, retailers encounter increased difficulties in making their stores appealing to their target customers. Establishing a distinctive edge based solely on inventory is becoming increasingly difficult. Retailers must recognize the crucial role that the store environment itself plays in setting them apart in the market. This study aims to offer insights into diverse visual merchandising techniques that can impact impulsive purchasing behaviors and foster customer loyalty intentions, providing valuable guidance for stores.

RECOGNIZING GAP IN THE RESEARCH:-

Earlier studies have concentrated on examining the impact of visual merchandising, but the current research is expanding its scope to investigate its influence on customer purchasing behavior and impulse buying. This study aims to determine whether visual merchandising contributes to impulse purchases and whether it also contributes to the intention of customers to patronize the store repeatedly.

REVIEW OF LITERATURE:-

Thomas , Reni Louise , Vipinkumar V.P (2018) Over the years, visual merchandising has been regarded as a crucial marketing tool in the retail industry. Researchers conducted a study to explore the impact of visual merchandising within the context of the retail sector, using Reliance Trends as a case study. They conducted an in-depth analysis by engaging a diverse group of sample customers to understand the influence on their purchasing behavior.

The study employed a random sampling technique, ensuring that respondents represented a wide range of backgrounds. A sample size of 100 respondents was selected from Cochin and Kottayam. To facilitate easy interpretation of the data, XY (Scatter) diagrams were utilized.

The research findings indicate that impulse buying significantly contributes to sales across various product categories in stores. Given the pervasive nature of impulse buying in consumer behavior and its strategic significance, retailers should grasp the factors within the retail environment that trigger impulsive reactions.

Retailers can assist customers in discovering the right products through focused merchandising, intelligent store design, and various visual merchandising practices such as product displays, packaging, and signage. The study also revealed that all four visual merchandising factors influence impulse buying behavior, with Promotional offerings at the entrance having a notably high impact. Retailers are advised to prioritize visual merchandising factors to differentiate themselves from competitors

PURPOSE OF THE STUDY

The objective of this research is to explore the influence of retail visual merchandising on impulse buying and customer intentions for patronage specifically in the context of purchasing pre-made men's clothing. Various credit levels in retailing scenarios, including visual merchandising, will be examined as external factors in the study. The research delved into the effects of Retail Visual Merchandising on impulse purchases and customer inclination to choose branded ready-to-wear men's apparel in Trichirappalli City.

RESEARCH OBJECTIVES:

- ✓ The purpose of this study is to determine the impact of retail visual merchandising on impulse purchases and customer patronage intentions for branded readymade men's clothes.
- ✓ Recognize the factor that has a significant impact on Impulse Buying and Customer Patronage Intentions towards the Purchase of Branded Readymade Mens Apparel
- ✓ To study the Relationship between the dimensions of Visual Merchandising and Impulsive purchase of branded readymade men's apparel.
- ✓ To suggest measures to improve the visual merchandising dimensions in apparel retail stores and also to suggest suitable measures to improve the Customer Patronage Intentions in the branded readymade men's apparel retail stores.

HYPOTHESES

1. There is no relationship between retail visual merchandising and impulse purchases.
2. There is no relationship between Impulse Buying and Customer Patronage Intentions.

RESEARCH METHODOLOGY:-

Descriptive studies were employed in the research to attain the stated objectives, compiling crucial information obtained via a questionnaire. In executing these descriptive studies, a set of participants received a questionnaire, enabling the acquisition of essential data. The data is sourced from both primary and secondary outlets. Primary information is acquired through a structured questionnaire, whereas secondary information is gathered from sources such as periodicals, newspapers, the public, the internet, individual books, and libraries

SAMPLE SIZE

The sample size is determined with a confidence level of 95%. The population proportion is anticipated to be 50% of the obtained result, with a margin of error of 5%. The final result is 385, and half of these results are utilized for the study. To validate the questionnaire, a pilot test involving 15 individuals was conducted. The total sample size for the study is 193, and it was gathered from shoppers of branded readymade men's clothes in Trichirapalli City.

SAMPLING TECHNIQUE:

The research employed a simple random sampling technique for participant selection. The respondents' patterns were collected through a simple random sampling procedure. The data obtained from the introductory sample respondents were utilized to generate supplementary samples. This process involved augmenting references based on the responses, and it was iteratively performed until the desired number of samples was achieved

STATISTICAL TOOL

IBM SPSS Statistic 2.0 is employed in the investigation. This study made use of the following tools like Reliability Test, Factor Analysis and Multiple Regression.

1. Reliability Test for the analysis:

This involves employing a consistent and high-quality check to assess the reliability and consistency of the data. Cronbach's alpha has an alpha value of 0.941, indicating an exceptionally high level of overall consistency in the recorded data. A Cronbach's alpha value exceeding 0.5 is considered reliable for the received data

Table Number - 1

Reliability Statistics for the analysis

Cronbach's Alpha value	No of Item in the analysis
.941	25

2. Factor Analysis used for the study:

Table Number - 2

kmo and bartlett's Test		
Kaiser – Meyer – Olkin measure of sampling adequacy.		.816
Bartlett’s Test of Sphericity	Approx. Chi-Square	2.4643
	Df	861
	Sig.	.000

INFERENCE FROM THE ABOVE TABLE:

The suitability of assessing a particular aspect is determined through the KMO test. The assessment is considered suitable for the study when the value falls within the range of 0.5 to 1.0. In this examination, a value of 0.816 was obtained, indicating that the Kaiser-Meyer-Olkin used for the evaluation is appropriate. Bartlett's Test of Sphericity is employed to explore the relationship between the components of the Chi-Square and the correlation matrix of determinants. The obtained value within Bartlett's Test of Sphericity Chi-Square is 2.464, signifying that all values are interconnected and that the assessment issue is pertinent to the research.

Table – 4 Rotated Component Matrix^a

	Component										
	1	2	3	4	5	6	7	8	9	10	11
Whenever I visit the apparel retail stores really do focus on the Window display	.065	.035	.047	-.016	-.037	.111	.068	.770	.041	.157	-.041
Imaginative window display draws me inside the apparel retail store.	-.006	.015	.140	.176	-.094	.215	.772	.048	.038	.085	-.084
Incessant changes of window display assist me with finding out with regards to the new occasional stocks	.115	-.010	.004	.664	.019	-.068	.187	.367	.015	.217	-.011

Because of displays, it is not difficult to shop in stores	.358	.404	.741	.047	.128	-.053	.618	-.004	.118	.046	.137
I will generally pick the store to shop in relying upon an eye-catching window display.	.203	.207	.016	.051	.221	.065	.628	.207	-.021	.209	.192
The presentation of merchandise is creative and unique.	-.196	.368	.164	.099	.206	.009	.152	.606	.059	.112	.119
I tend to feel that the design and layout of the store has a direct impact my general shopping experience	.051	.717	.193	-.015	.106	.098	.217	.034	.231	.258	.059

it is not difficult to get which item I need within the brief time frame	.269	.769	-.045	.051	.158	.061	.021	.074	-.049	.060	-.007
I normally do purchase in retail store where I feel that the floor space is sufficient to walk around.	.232	.556	.262	-.196	.074	.167	.185	.158	.077	.203	.051
Signage's of directions are so good that it does not require help of salesperson.	.160	.452	-.070	.068	.512	.042	.326	.187	.156	.037	.118
Mannequin display influence my buying behavior	.645	.165	.035	.056	.301	.009	.059	.242	.066	.602	.147
I feel the mannequin display increase my advantage in the product	-.142	.380	.442	.052	.203	-.067	.201	-.026	.308	-.265	.388

I always purchased an apparel found in a mannequin display	.340	.318	.309	.071	.352	.736	-.092	.026	-.006	-.018	.305
When I find apparel on mannequins that displays a fresh design or style, I usually buy it.	.251	.141	.069	.110	.205	.177	.056	-.025	.128	.136	.781
I find out about what I need to purchase subsequent to glancing through in-store Form/mannequin displays.	.526	.325	.292	.094	.179	.165	.079	-.099	-.317	.072	.270
The store offers good variety of merchandise.	-.004	.039	.131	.267	.193	.123	-.040	.521	.394	-.182	.013
Shelf display or display racks are attractive	.133	.104	.218	.263	.127	-.033	-.018	.077	.742	.072	.024

Merchandise arrangement is attractive.	.763	-.045	.132	-.073	-.034	.157	.059	-.021	.126	.186	-.022
The brands arranged on the display are arranged in a sequence	.331	-.068	.303	-.028	.281	.475	.213	.090	.088	.149	.372
Merchandise is neatly arranged	.328	.285	.335	.035	.372	.368	.164	-.173	.344	-.094	-.184
Lighting establish a vibe and make conditions outwardly satisfying	.287	.261	.440	.233	.432	.226	.050	.131	.000	-.007	.179
I generally focus on things covered with strong lighting.	.081	.076	.100	.803	.090	.188	.146	.052	.193	.005	.024
The usage of lights at various brightness would stimulate my inclination towards items.	-.115	-.021	.335	.656	.061	.081	-.034	-.181	.171	.104	.208

Colours and Lighting in Supermarket is Important	.635	.069	.051	.187	.223	.343	.217	-.103	-.112	-.081	-.005
customer's eye is attracted consequently to the most splendid thing or region	.111	.088	.046	.079	.742	-.058	.026	.047	.139	.231	.114
Extraction Method: Principal Component Analysis and Pivot Method: Varimax with Kaiser Normalization											
. a. Rotation converged in 11 iterations											

The factors are:

- FACTOR1:
Merchandise arrangement is attractive.
- FACTOR 2:
It is not difficult to get which item I need within the brief time frame. .
- FACTOR 3:
Because of displays, it is not difficult to shop in stores.
- FACTOR 4:
I generally focus on things covered with strong lighting.
- FACTOR 5:
Customer's eye is attracted consequently to the most splendid thing or region
- FACTOR 6:
I always purchased apparel found in a mannequin display
- FACTOR 7:
Imaginative window display draws me inside the apparel retail store.
- FACTOR 8:
When I visit stores do pay attention to the display.
- FACTOR 9:
Shelf display or display racks are attractive
- FACTOR 10:
Mannequin display influences my buying behavior.
- FACTOR 11:
When I see a new design or style of clothing on a mannequin display, I will often purchase it.

INFERENCE:

The overall difference reflected by the means of each component is influenced by eleven characteristics. The complexity and speed of the difficult and rapid alternate represented every

factor. One popular method for making if the precept is true is the exploratory detail check. Component Analysis, which considers a thorough evaluation of the records in order to choose the fewest number of additives to cope with the most egregious variance in the data,

3. MULTIPLE REGRESSION:

HYPOTHESES 1:

There is no relationship between Retail Visual Merchandising methods and Impulse Buying.

Table Number – 5

Model Summary

Model	R	R Ssquare	adjusted R square	std. error of the estimate
1	.613 ^a	.575	.508	.57155

a. Predictors: Constant, Merchandise arrangement is attractive, It is not difficult to get which item I need within the brief time frame, Because of displays, it is not difficult to shop in stores, I generally focus on things covered with strong lighting, Customer's eye is attracted consequently to the most splendid thing or region, I always purchased an apparel found in a mannequin display, Imaginative window display draws me inside the apparel retail store, When I visit stores do pay attention to the display, Shelf display or display racks are attractive, Mannequin display influences my buying behavior, At the point while I see clothes highlights new design or style on mannequin display, I will usually get it.

INFERENCE FROM THE ABOVE TABLE:

The R significance is 0.613, according to the model summary in the table above. With 11 independent factors, this is the percentage difference in the impact of visual merchandising on impulsive apparel purchases.

Table-6 ANOVA (b)

ANOVA ^b						
Model		sum of squares	Df	mean square	F	sig.
1	Regression	19.073	10	1.618	5.259	.000 ^a
	Residual	32.085	96	.382		
	Total	47.711	109			
<p>a. Predictors: (Constant), Merchandise arrangement is attractive, It is not difficult to get which item I need within the brief time frame, Because of displays, it is not difficult to shop in stores, I generally focus on things covered with strong lighting, Customer's eye is attracted consequently to the most splendid thing or region, I always purchased an apparel found in a mannequin display, Imaginative window display draws me inside the apparel retail store, When I visit stores do pay notice to the display, Shelf display or display racks are attractive, Mannequin display influences my buying behavior, At the point when I notice clothing highlights new design or style on mannequin display, I will generally get it.</p> <p>b) Dependent Variable: Impulse Buying</p>						

DEDUCTIONS FROM THE TABLE ABOVE:

The F value in the following ANOVA table shows how dependent elements are related to independent elements; the greater the F value, the more variations. Phase F has an F-ratio of 5.529, while phase sig has a p-value of 0.000. Because the p-value is less than 0.05, the calculated regression coefficient demonstrates that variation within the independent variable causes the change in the independent variable. As a result, it's possible to assume that the shift in indications (constant variable) is completely responsible for Impulse Buying (Dependent Variable).

Table-7
Coefficients(a)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.544	.640		.849	.398
	Merchandise arrangement is attractive	.029	.074	.026	.599	.002
	It is not difficult to get which item I need within the brief time frame	.355	.079	.281	.609	.001
	Because of displays, it is not difficult to shop in stores	.085	.031	.054	.784	.547
	I generally focus on things covered with strong lighting	.094	.079	.112	.184	.000
	Customer's eye is attracted consequently to the most splendid thing or region.	.020	.094	.019	.211	.834
	My first purchase has always been an item of clothing or an outfit I have seen on a mannequin display	.248	.094	.259	.638	.000

Imaginative window display draws me inside the apparel retail store.	.069	.080	.076	.861	.002
When I visit stores, I pay attention to the displays	.050	.791	.333	.854	.000
Shelf display or display racks are attractive	.566	.101	.063	.651	.000
Mannequin display influences my buying behavior	.067	.083	.498	.809	.001
When I see clothing highlights new designs or styles on mannequins, I am generally attracted to them	.876	.079	.877	.562	.000
a. Dependent Variable: Impulse Buying					

INFERENCE:

The attractiveness of the merchandise arrangement is evident in the statistics, as indicated by its beta score of .026 and a significant p-value of .002. Finding the items I need quickly is facilitated by a beta score of .281 and a significant p-value of .001. My preference for objects illuminated by intense lighting is reflected in the statistics, with a beta score of .112 and a substantial p-value of .000. I've consistently chosen clothing or ensembles from mannequin displays, showcasing a beta score of .259 and a strong p-value of .000. The creatively designed window display that draws me into the apparel retail store boasts a beta score of .076 and a strong p-value of .000. During my shopping excursions, I particularly focus on displays, characterized by a beta score of

.333 and a large p-value of .000. Shelf displays or display racks also catch my attention with a beta score of .063 and a substantial p-value of .000. My purchasing behavior is significantly influenced by mannequin displays, exemplified by a beta score of .498 and a significant p-value of .001. When encountering a new clothing design or style on a mannequin, I consistently assign it a significant score of .877, with a p-value of .000.

HYPOTHESES 2:

Ho: There is no significant association between impulse buying and Customer Patronage Intentions into the retail store.

Table-8

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 ^a	.727	.688	.78556
a. Predictors: (Constant), I go out to shop to relax up myself and to get off from pressure and schedule, I purchase things hastily exercises, I feel energized when I make an impulse purchase experience issues controlling my inclination to purchase when I see a decent proposition, When I see a nice arrangement, I buy more than I expected to buy.				

INFERENCE:

The R-Square for this model is 0. 727, as inferred from the preceding model summary table. The 05 independent variables can be used to show that 72.7 percent of the diversity increases the effect (dependent variable) in general.

ANOVA (b)

Table-9

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	27.066	10	2.457	6.359	.000 ^a

	Residual	42.096	93	.867		
	Total	91.881	278			
a. Predictors: (Constant), I go out to shop to relax up myself and to get off from pressure and schedule, I purchase things hastily exercises, I feel energized when I make an impulse purchase, experience issues controlling my inclination to purchase when I see a decent proposition, When I see a pleasant arrangement, I purchase more than that I intended to purchase.						
b. Dependent Variable: Customer Patronage Intention						

INFERENCE:

The F-value has a propensity to be obtained from the above ANOVA table as 6.359. It allows you to find the dependent variables that are linked to the independent variables. One may argue that the larger the F value, the more variation there is. The significant value is also 0.000, as seen in the table above. The predicted regression coefficient is considerable because the significant value is much lower than the p-cost, and the variance within the independent variable adds to the change in independence. As a result, it's been established that the change in indicators (constant variable) clearly correlates with Customer Patronage Intention in the retail establishment (Dependent Variable).

Table-10

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.775	.750		.855	.239
	I go out to shop to relax up myself and to get off from pressure and schedule	.314	.082	.332	2.375	.000
	I purchase things hastily exercises	.083	.082	.277	2.441	.000

I feel energized when I make an impulse purchase.	.482	.049	.952	2.987	.000
When I encounter a well-mannered offer, knowledge has difficulties regulating my decision to buy.	.304	.082	.253	3.239	.000
When I see a pleasant arrangement, I purchase more than that I intended to purchase.	.053	.672	.065	2.786	.000

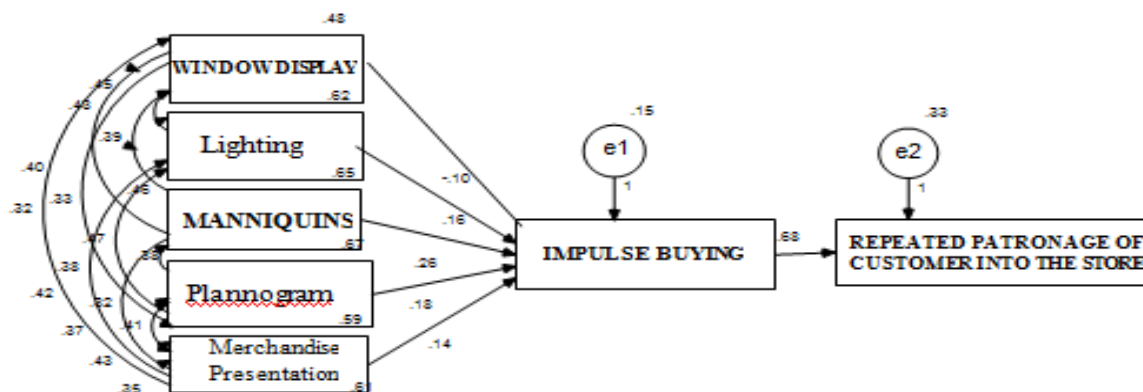
a. Dependent Variable: Customer Patronage Intention.

INFERENCE:

From the preceding table, it can be deduced that I go shopping to unwind and relieve stress, and my schedule has a beta score of.332, which is significant at a p-value of.000. I make hasty purchases workouts has a beta score of.277, which is significant at a p-value of.000. When I make an impulse buy, I feel energetic, with a beta score of.952 and a significant p-value of.000. Knowledge difficulties controlling my purchase decision has a beta score of.253, which is significant at a p-value of.000. , When I find a nice arrangement, I buy more than I expected to buy has a beta score of.065 and is noteworthy.

CONCEPTUAL FRAME WORK MODEL

Impact of Visual Merchandising on Impulsive Purchase of Apparel



INFERENCE:-

The validated model underwent thorough validation using appropriate statistical tests, including the chi-square, with a requisite probability value of less than 0.05. The significance level in this case is represented by 0.000, indicating a perfect match. The Root Mean Square Residual (RMSR) is the square root of the average squared difference between pattern variances, covariance, and their estimates. The residual cost should be below 0.050 percent of the total cost. In the present model, the RMR is 0.047, indicating a good fit.

For a reliable model fit, a Goodness of Fit (GFI) exceeding 0.9 is necessary. The GFI value in the mentioned model is 0.859, close to the desired threshold, suggesting a good fit. The Adjusted Goodness of Fit Index (AGFI) should surpass 0.9, and in this model, the AGFI is 0.910, indicating a satisfactory fit. A Comparative Fit Index (CFI) higher than 0.9 is essential; in the current version, the CFI value is 0.873, close to the recommended threshold, suggesting a good fit. Similarly, the Normal Fit Index (NFI) should exceed 0.9, and in this case, the NFI value is 0.872, close to the target, indicating a good fit for the model

FINDINGS, SUGGESTIONS AND CONCLUSION:-

FINDINGS:-

MULTIPLE REGRESSION

The R-value indicating the influence of Visual Merchandising on Impulsive Purchases of Branded Readymade Men's Apparel is 0.613, representing the proportion of variance in the model summary. In the Model Summary, the F-ratio in column F is 5.529, and the p-value in the sig. column is 0.000. Since the p-value is below 0.05, the conducted regression is deemed statistically significant

SEM (STRUCTURAL EQUATION MODELLING):-

The model underwent statistical validation through methods such as Structural Equation Modelling and the obtained probability value exceeds 0.05, signifying a well-fitted model.

For both the GFI (Goodness of Fit Index) and the AGFI (Adjusted Goodness of Fit Index), values should surpass 0.9. In this model, the recorded values of 0.859 and 0.910 affirm its suitability.

The Root Mean Square Residual (RMR) should be below 0.05. In the aforementioned model, the RMR is 0.047, indicating a well-suited model.

A Comparative Fit Index (CFI) exceeding 0.9 is desirable. The CFI value in the mentioned model is 0.873, a proximity to 0.9, signifying a nearly perfect fit.

Similarly, the Normal Fit Index (NFI) should be above 0.9. The NFI value in the stated model is 0.872, approaching 0.9, indicating an excellent fit

SUGGESTIONS:-

1. Undoubtedly, the role of the window display in enticing customers into the store cannot be emphasized enough. Consequently, diligent efforts should be made to regularly update the window display, facilitating customers in discovering new seasonal stock and assisting them in deciding which store to visit.
2. Swiftly drawing people in, appealing window displays in the clothing store can be centered around thematic presentations. This helps customers in choosing the most suitable product for their requirements.
3. Simplifying the search for desired items, the store's merchandise display is instrumental. Additionally, it enables salespeople to locate products quickly and aids buyers in making prompt decisions.
4. Displaying a product on a mannequin increases customer interest, aiding in assessing its suitability for use and alignment with the target market. Swift evaluations of color, price, and quality can be made.
5. An appealing merchandise layout is essential, as customers are less likely to invest extra time searching for specific products. It also streamlines the salesperson's ability to locate and assist customers promptly.

6. Setting the ambiance and creating visually pleasing environments, lighting not only enhances a product's allure but also highlights its unique features, making it more visually appealing to customers

SCOPE FOR FURTHER STUDY:-

Potential future investigations may explore the influence of visual merchandising in various retail sectors, including home appliances, baby products, and household items. A novel framework could be developed to assess how visual marketing techniques affect financial metrics like sales volume and profitability.

CONCLUSION:-

Impulse buying behaviour occurs when individuals make spontaneous purchases without pre-planning, whether it be for a particular item or to fulfil a specific shopping goal (Rook, 1987). This investigation also explored the correlation between customer loyalty intentions and impulsive shopping behavior. An important discovery from this study is that the methods employed in visual merchandising have a notable impact on the impulsive shopping behavior of men's branded clothing. The results indicate a strong relationship between all aspects of visual merchandising and impulsive shopping behavior. Furthermore, the findings reveal a substantial relationship between impulsive buying behavior and customers' intentions to purchase branded ready-made men's items.

THE STUDY'S LIMITATIONS:-

Although the study achieved its intended purpose, the current evaluation has some shortcomings.

- There is a restricted timeframe for conducting the research.
- The research specifically targets consumers of garments in Tiruchirappalli city.
- Only a select few variables or factors were included in the review.
- The results are confined by standard limitations on response accuracy.

- The study is constrained to buyers of branded ready-made men's clothing in Trichirappalli City due to limitations in time and finances.

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