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## Research Article

### Consumers' Impulse Buying Behaviors Vis-à-vis Visual Merchandising in Selected Malls in Pampanga

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## ABSTRACT

The study was focused on assessing the consumers' impulse buying behaviors as to the relationship to visual merchandising. According to Foroughi et al. (2013), one of the many tactics that companies do practice includes encouraging customers to buy impulsively. Because of this theory and visual merchandising, the researcher was able to determine consumers' impulsive buying behavior concerning visual merchandising. In this study, 384 mall shoppers were selected as the population sample from the three selected Malls in Pampanga. The collected data were analyzed through frequency, mean, Likert scale, Pearson correlation, and Chi-square to test respondents' profile with their impulse buying behavior, respondents' profile and their assessment of visual merchandising, and respondents' impulse buying behavior and their assessment of visual merchandising. Consumer impulse buying behavior has a significant relationship with the window display. According to Bhatti and Latif (2013), said that when the consumers visualize the products which were displayed attracts the customers and arouses their urge to do impulse buying. Visual merchandising including window display, in-store display, floor merchandising, and promotional signage make a significant effect on stimulating the consumers' impulse buying behavior. For future researchers, further studies may be used, like for instance introducing other variable/s in assessing consumers' buying impulsiveness not only limited to visual merchandising per se but also identifying a specific product.

**Keywords:** *Consumer buying behavior, Impulse buying behavior, Visual merchandising, Window display, In-store display, Floor merchandising, Promotional signage*

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## **Background**

The success of any company widely depends on its consumers' satisfaction. To satisfy the consumers, companies should understand well their buying behavior and the various factors that affect these behaviors. One of these factors is advertising, which can capture a sizable amount of audiences.

Impulsive buying behavior occurs when consumers feel that they wanted to do shopping instantly. Liang, et al. (2008), mentioned in his study that, "Impulse buying may be a common phenomenon in life." Aminosharieh, S. & Mowlaie, S. (2017), on his part, identified that impulse buying may be a highly important aspect of customer behavior.

From the results of the study of Saini (2015), it was found that visual merchandising has a great influence on customers' impulse buying behavior. In addition, visual merchandising has become common in every modern point of sale because of the valuable instrument for the retailer and manufacturers' way of communicating. It can also be gleaned from the same study that due to the rising competition and similarities in the offerings, retailers use visual merchandising to distinguish products among others. This could differentiate the company's offerings from rivals, creating a competitive advantage, and eventually gaining loyal customers.

According to Foroughi et al. (2013), one of the many tactics that companies practice includes encouraging customers to shop impulsively. From this study, the researcher is in a position to see the connection between consumers' impulsive buying behavior and visual merchandising. Likewise, the researcher, being a Marketing professor, can enhance her teaching ability in promoting additional knowledge on these two marketing concepts.

## **Study Objectives**

The study was centered on assessing the impulse buying behaviors of consumers in relation to visual merchandising and have the following objectives:

1. To identify the demographic profile of the respondents.

2. To assess the impulse buying behavior of the respondents.
3. To assess the influences of visual merchandising as perceived by shoppers of the selected malls.
4. To assess the significant relationship between the respondents' profile and their impulse buying behavior.
5. To assess the significant relationship between the respondents' profile and their assessment of visual merchandising.
6. To assess the significant relationship between the respondents' impulse buying behavior and their assessment of visual merchandising.

## **Null Hypothesis**

$H_{01}$ : There is no significant relationship between the respondents' profile and their impulse buying behavior.

$H_{02}$ : There is no significant relationship between the respondents' profile and their assessment of visual merchandising influencers.

$H_{03}$ : There is no significant relationship between the respondents' impulse buying behavior and their assessment of visual merchandising.

## **Review of Related Literature**

### *Consumer Buying Behavior*

Consumer behavior has always been an important topic for a marketer. The consumer behavior ideas provide the marketer to understand how do buyers think and feel by choosing from product alternatives, along with brands and the instances consumers are affected by their surroundings, the reference groups, family, and salespersons. (Pawar & Naranje, 2016)

The perception and attitude of the buyer on a specific store rely on the response stimuli received by the five senses of the soma. The shop image is reflective of the service, the arrangement of merchandise, the facilities available like carts or baskets, the convenience, and promotions. This particular dimension of the outlet is incredibly important for customer patronage and on the business side the profitability of the shop. (Pereda, 2015).

From the perspective of the customer, nowadays it has become a bit challenging to create a buying deal decision as a result of a lot of alternatives and comparisons. Still, thinking about how the shoppers will spend time, effort, energy, and money was difficult. (Khaniwale, 2015)

### *Impulse Buying Behavior*

In the rising economies, there is a certain yearning to review impulse buying because of the recent outgrowth in retailing. Due to the significant increase in profit, consumer lifestyle, and credit exposure, impulse buying has become a widespread sensation towards various retail platforms. Designing a beautiful store shopping setting and other important factors are valuable in making a profit as far as unplanned purchasing is concerned. (Muruganantham and Bhakat, 2013)

The study made by Xiao and Nicholson (2011), entitled "Mapping impulse buying: a behavior analysis framework for services marketing and consumer research" suggested that different fields have recognized the value of impulse buying through the years. They have also mentioned that being well-informed about the participation of consumers on the topic of impulse buying would be important in a company about formulating some business techniques including the information that may affect buyers' purchasing behavior.

As mentioned by Karbasivar and Yarahmadi (2011), consumers are strained by the variables of impulse buying, either internally or externally. This exposure may lead to the probability of impulsively buying.

Kim (2013) stated that researchers found that impulse buyers usually do not launch the exact reason for going to a particular store and buying a specific item. Impulsive buyers do not have reasons for purchasing items. They will move to stores and get the things that they like. No plan is done and yet the purchases are made.

Out of the many products sold in a store, an impulse buyer will most likely buy the product that he/she desires without any hesitation at all. The consumers are exposed to the product which gets their attention and because of that exposure, it drives them to buy it. Consumers

have that sudden feeling of wanting to buy. It makes them acquire a certain product that will satisfy their urge to buy it. (Kim, 2013)

According to Chavosh et al. (2011) and Soeseno (2010), claimed that a consumer with high standards of purchasing experience is likely to do checking that requires more time while having an experience with greater feeling to do impulse purchases. On contrary, a consumer who is not enjoying shopping ways may take lesser time, and will likely not to do an unplanned purchase.

An "impulse buying" is spreading within the market. A study made about consumers' shopping habits conducted in Chicago by the Marketing Research Association learned that youngsters tend to do unplanned purchases compared to the older ones, who are most likely loyal to particular products (Liao, et al. 2009).

From the above research studies regarding impulse buying behavior, it can be noted that a lot recognized its significance to the business industry. However, different factors may constitute the consumers' impulse buying behavior.

### *Visual Merchandising*

Based on the study of Kaur study (2013), it was explained that there's an immediate commensurable relationship between customers' buying behavior and therefore the four sorts of visual merchandising. It revealed that stores should think more strategies in making the customers more attracted as well as giving more detailed information to the products.

Khan and Kumar (2016), made a study about visual merchandising influencers. According to this study, within the competition, those organized retailers are having more sales than those that are not in as far as the use of visual merchandise is concerned.

According to Davies and Ward (2005), visual merchandising showcases the relevant business ideas as well as identifies with the most effective means to provide information to customers. Visual merchandising also highlights the description of the offering. Among the several marketing strategies, merchandising is the one that allows building closer communication with consumers and a direct level

of interaction (Massara, 2003). The appearance of the inside store is of great importance and should be coherent with the products on the window display. A consistency should exist with the product image and its positioning to help delivered and improve customers satisfaction. Through the shop window, there is a "clear declaration" reaching out to the respective target audience. Sen et al. (2002), mentioned that the shop window should be designed to reflect the importance of what the store represents its product variety, and portray. Thus, often when presented, it proves as effective as publicity and beats the latter, thus it also draws the consumer into the store. (Pereira, et al. 2010)

In the retail industry, visual merchandising plays a vital role. In terms of developing and introducing products, whether in trade or sales, they help lighten important destinations; usually, companies that define and advertise overall image. (Saini, et al. 2015)

Based on the study of Kaur (2013), the commensurable relationship with customers' buying behavior and the different types of visual merchandising were explained. Moreover, according to Bhatti and Latif (2013), while the consumers visualize the products which are being displayed, the customers get easily attracted to do impulse buying.

From the result of the study of Khan & Kumar (2016), it was found that there is a significant relationship between customers' buying behavior and the visual merchandising influencers. Shoppers tend to be more likely to make a purchase when they are exposed to these variables.

From the results of the study of Saini (2015), it is said that visual merchandising activities greatly affect consumers' impulse buying behavior. This showed that there have been significant relationships between the consumers' impulse buying behavior and the visual merchandising influencers.

#### Window Display

It had been mentioned by Baker et al. (2002), that a retailer has approximately a few seconds to capture the eye of customers that passes by. A better layout may lead to

consumers' shopping experience being more enjoyable.

As mentioned by Nishanov and Ahunjonov (2016), window displays are useful in getting the attention of consumers and a possibility of entering the store. They also mentioned that, when customers go to the shop, enticing promotional signage can increase the probabilities of consumer impulse buying. Also, in keeping with Cornelius (2010), said that well-designed storefront window displays are thought to be valuable to customers and encourage them to go to the shop.

#### Promotional Signage

As mentioned by Roorda (2013), the buying of products on impulse can be influenced by in-store advertising and in-store promotions. And shoppers may recognize that they need a product because of such.

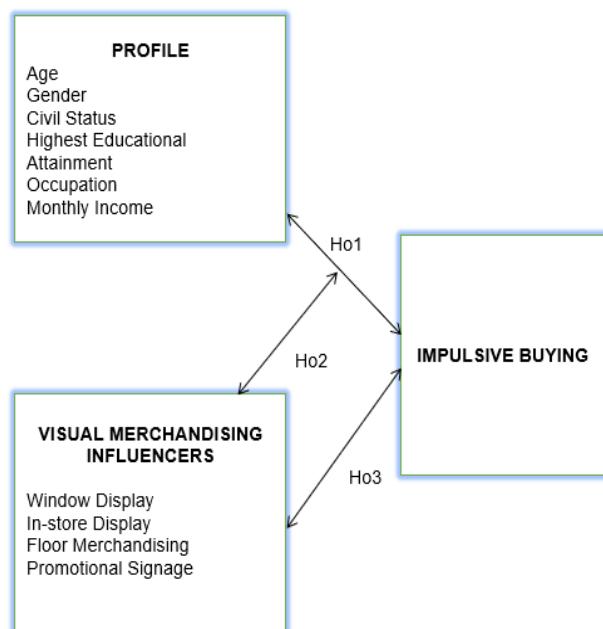


Figure 1: Paradigm of the Study

The paradigm of the study was mainly focused on consumers' impulsive buying behaviors and visual merchandising and as to the influence of respondents' profile as to age, gender, civil status, highest educational attainment, occupation, income, and visual merchandising on impulsive buying behavior. The three hypotheses were also included. First, it was about determining the significant relationship

between the respondents' profile and their impulse buying behavior. Second, it was about identifying the significant relationship between the respondents' profile and their assessment of visual merchandising. And lastly, it was about determining the significant relationship between the respondents' impulse buying behavior and their assessment of visual merchandising. The indicators of visual merchandising were adopted from the study entitled "College Students' Apparel Impulse Buying Behaviors in relation to Visual Merchandising" by Jiyeon Kim (2013).

### ***Theoretical Framework***

This study is anchored on Hawkins Stern's Impulse Buying. This theory offers insights towards customers likely to make an impulse purchase.

The theory proposed by Hawkins Stern was made in 1962. The theoretical framework has different variables that constitute impulse buying behavior. These include, need or motivation, price and distribution, outstanding displays, product features, service quality, and promotion strategies. But only promotions and displays were likely employed within the study.

Aside from the theory of impulse buying, the researcher also adopted the study of Jiyeon Kim entitled, "College Students' Apparel Impulse Buying Behaviors in relation to Visual Merchandising." The questionnaire used was also adopted from this study. Concerning the same study, it focused on the impulse buying behavior and the four visual merchandising influencers including, window display, in-store display, floor merchandising, and promotional signage. Jiyeon Kim's study used College students as respondents while for this study the researcher used Mall shoppers. Questions under the profile of the respondents in the questionnaire were also different. In this study, a specific product was not identified as part of assessing consumers' impulsive buying behavior, unlike in Jiyeon Kim's study wherein apparel was identified.

## **Methods**

### ***Study Design and Locale***

A descriptive and correlational research design was used in this study. Descriptive

research is defined as a research method that describes the characteristics of the population that aims to provide the researcher a profile or to describe important aspects of interest from an individual, organization, industry-related, or other views. The descriptive research design was used in describing respondents' profiles as to age, gender, civil status, highest educational attainment, occupation, and monthly income. This method was also used in assessing the impulse buying behavior of consumers and the different influencers of visual merchandising including, window displays, in-store displays, floor merchandising, and promotional signage. Furthermore, the correlational research design was used to identify the relationship between variables including respondents' profile and their impulse buying behavior, respondents' profile and their assessment of visual merchandising, and respondents' impulse buying behavior and their assessment of visual merchandising.

### ***Study Participants***

The study covered the customers of three selected malls in Pampanga. A total of 384 samples were determined using the Raosoft online calculator which considered the recommended 5% acceptable margin of error, while 95% for the confidence level and the 50% response distribution.

### ***Inclusion and Exclusion Criteria***

The study did not consider any specific product but focused on the general perception of the shoppers based on their actual experiences. The floating of questionnaires was conducted during the entire month of June, wherein most shoppers bought products in preparation for the opening of classes. The study treated all shoppers as one population regardless of the specific mall where they did shopping at the time of the survey.

### ***Research Instruments***

A set of questionnaires was used in this study as an instrument in gathering the data needed. This was answered by shoppers of the three selected shopping malls in Pampanga. The questionnaire was adopted from the study entitled "College Students' Apparel Impulse

Buying Behaviors in Relation to Visual Merchandising" by Jiyeon Kim. The questionnaire consists of three parts including the profile of the respondents, impulsive buying assessment, and visual merchandising influencers. In the first part of the study, age, gender, civil status, highest educational attainment, occupation, and monthly income were covered while in Jiyeon Kim's study- residential status, disposable income, school status, job status, and major were included. However, this was later modified since the two studies used a different sample of respondents, which were college students and mall shoppers. The second part is the impulse buying assessment with five items. This study used the same item-questions from the study where it was adopted except for a minimal change in item-question number two which was "I feel a sense of excitement when I make an impulse purchase" into "I am excited when I make an impulse purchase." The third part pertains to visual merchandising influencers which was divided into four variables including window display, in-store display, floor merchandising, and promotional signage. No changes were made with all of the item questions on this part. For both the second and third parts, both of Kim's and this study used the Likert scale but with different ratings. This study used a 6-point Likert scale of 1- strongly disagree, 2-disagree, 3-disagree to a moderate extent, 4-agree to a moderate extent, 5-agree, and 6-strongly agree. Jiyeon Kim's study used the rating of 1-5 as 1 as the lowest with a description of Never and 5 as the highest with a description of Frequently.

### Statistical Analysis of Data

#### Frequency Distribution

The frequency distribution is an arrangement of data that shows the number of observations per category or number of occurrences of the value falling within arbitrarily defined ranges of variables.

#### Percentage Distribution

The percentage distribution was used to determine and show the relationship between the two magnitudes. The data gathered was computed using the formula below:

$$\text{Percentage: } P = f/N \times 100$$

Where:

P = Percentage

F = Frequency

N = Population of the total number of respondents interviewed

#### Likert Scale

The Likert scale, developed by Rensis Likert, is the most frequently used variation of the summated rating scale. A Likert item is simply a statement that the respondent is asked to evaluate according to any kind of subjective or objective criteria; generally, the level of agreement or disagreement is measured.

Range	Descriptive Rating
5.50 – 6.00	Strongly Agree (SA)
4.50 – 5.49	Agree (A)
3.50 – 4.49	Agree to a Moderate Extent (AME)
2.50 – 3.49	Disagree to a Moderate Extent (DME)
1.50 – 2.49	Disagree (D)
1.00 – 1.49	Strongly Disagree (SD)

#### Mean

The mean average for the scale responses was computed with this formula:

$$M = \frac{\sum fx}{N}$$

Where:

$\sum$  = summation of

F = frequency

X = value of response category

N = Number of Respondent

#### Pearson Correlation Coefficient

This statistical tool uses to measures the strength between variables and relationships between two variables. This formula is known as the Pearson R test.

#### Chi-square Test

This statistical tool was used in comparing multiple variables for randomly chosen data. The frequencies were computed based on the conditions of a null hypothesis. The rejection of the null hypothesis was according to the differences of actual and expected value.

## Results and Discussion

### Profile of the Respondents

**Age.** Table 1 presented that most of those going to the malls are from the age groups 18-27 and 28-37 through a considerable portion of the respondents likewise covers other age ranges. This may be so because malls nowadays provide numerous shops and entertainment activities catering to these ages.

**Table 1. Frequency and percentage distribution of respondents according to age**

Age	Frequency	Percentage
18-27	150	39
28-37	135	35
38-47	63	17
48-57	27	7
58-67	9	2
Total	384	100

**Gender.** Table 2 present the distribution and percentage of the respondents as to their gender. As it was shown below, out of 384 respondents, 230 or 60% are females and males comprise 154 or 40%. It can be explained that since the process of floating the instrument is random, more females went to the malls during the survey which added to the general fact that females are well-known frequent shoppers compared to males.

**Table 2. Frequency and percentage distribution of respondents according to gender**

Gender	Frequency	Percentage
Male	154	40
Female	230	60
Total	384	100

**Civil Status.** Table 3 shows the civil status of the respondents as to civil status. Wherein out of 384 respondents, the majority are married comprises of 204 or 53% and 180 or 47% are single. The result registered an insignificant difference in percentage probably because the survey was done randomly and that there is usually a good mixture of shoppers as per civil status that goes to malls. This may be true because malls offer different products and activities targeting different segments.

**Table 3. Frequency and percentage distribution of respondents according to civil status**

Civil Status	Frequency	Percentage
Single	180	47
Married	204	53
Total	384	100

**Highest Educational Attainment.** Table 4 shows the respondents' profiles as to educational attainment. The majority of the respondents finished college with 51 or 70%, followed by the respondents that finished high school with 59 or 15%, then 51 or 13% respondents finished a post-graduate degree, and only 6 or 2% respondents finished elementary. More shoppers are college graduates, possibly because they are already working and may be assumed to have the economic capacity to shop compared with the others.

**Table 4. Frequency and percentage distribution of respondents according to highest educational attainment**

Gender	Frequency	Percentage
Elementary	6	2
High School	59	15
College	268	70
Post Graduate	51	13
Total	384	100

**Occupation.** Table 5 results ably support the preceding table which assumes that the biggest percentage of the respondents are working thus have the economic capacity to shop. According to Khaniwale, 2015, the job of a person affects his/her buying decision. Consumers select products suitable to their profession and /or are obliged for them in their professional life.

**Table 5. Frequency and percentage distribution of respondents according to occupation**

Occupation	Frequency	Percentage
Employed	322	87
Self-employed	40	10
Student	3	1
Unemployed	9	2
Total	384	100

**Monthly Income.** Table 6 result shows that 31% of the shoppers have an income monthly between 10,001 to 20, 000 and nearly 20,001 to 30,000 or 30%. Since most of the respondents are college graduates and mostly employed, this is possible that most of them have the above-mentioned income. This likewise reiterates the economic capacity of the respondents to shop.

*Table 6. Frequency and percentage distribution of respondents according to monthly income*

Monthly Income	Frequency	Percentage
Below 5,000	34	9
5,001 - 10,000	60	16
10,001 - 20,000	120	31
20,001 - 30,000	115	30
Above 30,000	55	14
Total	384	100

**Impulse Buying.** Table 7 shows the impulse buying assessment of the respondents. In general, most of the respondents agree to a moderate extent on four out of five statements. It can be observed that most of the respondents believe that shopping gives them a certain feeling of elation or that they do it to lessen their stress. David (2008), said that the moderation stage of impulse buying can be satisfying; a high level of impulse buying can have a driven effect and can function as a way to be off from negative affective states, depression, and low-esteem. It can be gleaned that the respondents do enjoy impulse buying as they do not feel remorse after they have done it. Punj (2011), said that the impulsive buying effect of the interaction between the state (condition) and the trait, the more exciting the stimuli or the probability of the inner motivation, the possibility of a person to make an impulse purchase.

The majority of the respondents are having a hard time controlling themselves by when they see good offerings which are supported the previous questions confirming their love for impulse buying. According to Marconi, et al. (2017), said that "a person who is impulsive is likely to do an impulse purchase more often,

wherein they have a hard time controlling their buying impulses".

Given the average mean rating of 3.73 or agree to a moderate extent for impulse buying, it is safe to conclude that while consumers are impulse buyers they are so up to a certain extent only. This means that while they enjoy doing impulse buying they still have control over such impulses. This is safe to assume given that the majority of the respondents achieved higher education and are employed thus having more control over their impulses.

### **Visual Merchandising Influencers**

Table 8-11 presents the data results under visual merchandising influencers. This includes window display, in-store display, floor merchandising, and promotional signage.

**Window Display.** By looking at the table, there was not much difference between the results of those that agreed to moderate extend to those that agreed how window displays affect the consumers' buying behavior. A window display is a valuable technique and marketing strategy that has a huge effect on shoppers getting inside the store. This is evident by the answers given by the respondents where there is a combined result leaning towards agreeing though the Grand Mean is 4.25 shows "agree to a moderate extent." This provides a glimpse of how respondents are moderately influenced by window displays which may be sufficient enough to lure them into the store

According to a study made by Karbasivar and Yarahmadi (2011), an individual's choice of the retail store made effect by the store appears physically and the first impressions usually happened at the front level.

**In-Store Display.** To a certain extent, in-store displays influence consumers to make an impulse purchase. According to Baker et al. (2002), a better layout will lessen the stress linked with purchasing and can make it more enjoyable. In the study made by Hulte'n and Vanyushyn (2011) they stated that in-store displays are tools that have an impact on buyers' impulse buying behavior.

Table 7. Impulse Buying Assessment

Impulse Buying Behavior	6 SA	5 A	4 AME	3 DME	2 D	1 SD	TOT AL	WM	DM
	Freq.	Freq.	Freq.	Freq.	Freq.	Freq.			
	%	%	%	%	%	%			
I go shopping to change my mood	54	<b>113</b>	<b>107</b>	30	53	27	384	4.01	AME
	14	<b>29</b>	<b>28</b>	8	14	7	100		
I am excited when I make an impulse purchase	29	<b>124</b>	<b>109</b>	51	43	28	384	3.90	AME
	8	<b>32</b>	<b>29</b>	13	11	7	100		
I feel regret after I make an impulse purchase	24	33	76	<b>111</b>	<b>89</b>	51	384	3.06	DME
	6	9	20	<b>29</b>	<b>23</b>	13	100		
I have difficulty controlling my urge to buy when I see a good offer	40	<b>94</b>	<b>106</b>	57	59	28	384	3.78	AME
	10	<b>25</b>	<b>28</b>	15	15	7	100		
When I see a good deal, I tend to buy more than what I intended to buy	51	<b>101</b>	<b>94</b>	60	59	19	384	3.92	AME
	13	<b>26</b>	<b>25</b>	16	15	5	100		
<b>Grand Mean</b>	<b>3.73 = AME</b>								

Table 8. Influence of Window Display

Item/Statement	6 SA	5 A	4 AM	3 DM	2 D	1 SD	TO TA L	W M	DM
	Fre q.	Fre q.	Fre q.	Fre q.	Fre q.	Fre q.			
	%	%	%	%	%	%			
	<b>4.25 = AME</b>								
I tend to enter a store when I am attracted by an eye-catching window display	69	<b>135</b>	<b>115</b>	32	23	10	384	4.43	AME
	18	<b>35</b>	<b>30</b>	8	6	3	100		
I feel compelled to enter the store when I see an interesting window display	39	<b>133</b>	<b>126</b>	40	34	12	384	4.17	AME
	10	<b>35</b>	<b>33</b>	10	9	3	100		
I tend to choose which store to shop depending on eye-catching window displays	42	<b>120</b>	<b>122</b>	63	28	9	384	4.15	AME
	11	<b>31</b>	<b>32</b>	17	7	2	100		

Table 9. Influence of In-Store Display

Impulse Buying Behavior	6	5	4	3	2	1	TO TAL	WM	DM
	SA	A	AME	DM	D	SD			
	Freq	Freq	Freq	Freq	Freq	Freq			
	%	%	%	%	%	%			
I get an idea of what I want to buy after looking through in-store displays	61	<b>132</b>	<b>135</b>	33	17	6	384	4.44	AME
	16	<b>34</b>	<b>35</b>	9	4	2	100		
When I see a product featuring a new style or design in display, I tend to buy it	31	<b>97</b>	<b>148</b>	63	34	11	384	3.99	AME
	8	<b>25</b>	<b>39</b>	16	9	3	100		
When I see a product that I like on in-store display, I tend to buy it	27	<b>113</b>	<b>135</b>	70	28	11	384	4.03	AME
	7	<b>30</b>	<b>35</b>	18	7	3	100		
I tend to rely on store displays when I make a decision to purchase a product	31	<b>110</b>	<b>117</b>	73	41	12	384	3.95	AME
	8	<b>29</b>	<b>30</b>	19	11	3	100		
<b>Grand Mean</b>	<b>4.10 = AME</b>								

**Floor Merchandising.** The second statement has the highest mean rating, wherein those respondents that agree has also the highest percentage. The more the store stimuli,

made an attractive technique, the chances for consumers doing an impulse purchase. (Han, 1991)

Table 10. Influence of In-Store Display

Item/Statement	6	5	4	3	2	1	TOTAL	WM	DM
	SA	A	AME	DM	D	SD			
	Freq	Freq	Freq	Freq	Freq	Freq			
	%	%	%	%	%	%			
When I see a product that catches my eye, I tend to try it without looking through the whole section	25	<b>107</b>	<b>127</b>	68	44	13	384	3.90	AME
	7	<b>28</b>	<b>33</b>	18	11	3	100		
When I walk along the aisle, I tend to look through the products close to me	37	<b>135</b>	<b>120</b>	60	29	3	384	4.21	AME
	9	<b>35</b>	<b>31</b>	16	8	1	100		
I tend to try products that catch my eye when I pass by	37	<b>116</b>	<b>128</b>	62	36	5	384	4.11	AME
	9	<b>30</b>	<b>34</b>	16	9	2	100		
<b>Grand Mean</b>	<b>4.07 = AME</b>								

**Promotional Signage.** Looking at the table of all the statements except the last one, respondents that agree to the statements have the highest percentage. This indicates that promotional signage has a great influence on consumers' impulse purchases. As mentioned by

Roorda (2013), the buying of products on impulse can be influenced by in-store advertising and in-store promotions. And shoppers may recognize that they need a product because of such.

Table 11. Influence of Promotional Signage

Impulse Buying Behavior	6 SA	5 A	4 AM	3 DM	2 D	1 SD	TO TA L	W M	DM
	Fre	Fre	Fre	Fre	Fre	Fre			
	q-	q-	q-	q-	q-	q-			
	%	%	%	%	%	%			
If I see an interesting offer (reduced price, sales promotion, etc.) on in-store signs, I tend to buy	72	130	117	39	18	8	384	4.46	AM E
	19	34	30	10	5	2	100		
Sales/clearance signs entice me to look through the products	63	132	118	47	21	3	384	3.77	AM E
	16	35	31	12	5	1	100		
When I see a special promotion sign, I go to the products	60	140	120	42	19	3	384	4.44	AM E
	16	36	31	11	5	1	100		
I am more likely to make an unintended purchase if the product has a sale or clearance sign	59	102	137	51	28	7	384	4.24	AM E
	15	27	36	13	7	2	100		
<b>Grand Mean</b>	<b>4.22 = AME</b>								

With all the influencers, promotional signage has been the most influential to consumers with a tendency to make impulse purchases. All have a descriptive mean of agreeing to a moderate extent, weighted is different for each of the variables under the different visual merchandising influencers. For the grand mean, all influencers as well have the same descriptive mean of agreeing to a moderate extent. Floor merchandising had the least influence on shoppers to make an impulse purchase. While promotional signage has been the most influential to consumers more than to window display, in-store display, and floor merchandising. The results could lead to an assessment that because of the influence of different factors like social media, consumers have different ways of choosing products and services. That in some cases consumers knew already what product they will purchase or choose given that they were able to access the internet.

#### Correlation of Respondent's Profile with Impulsive Buying Behavior

Based on the results, among the other profile of the respondents, age and income have a significant relationship as to consumers' impulsive buying behavior. This is because most of the respondents were of legal age to work and earn between 10,001-30,000 pesos, thus it can be deduced that the higher the age and income is the more likely people tend to impulse buy. As mentioned in the study of Asinya, et al. (2012), stated that the age of consumers has a great impact to impulse buying behavior.

As for income results, it was confirmed in the study of Sangalang, et al. (2017), who said that "consumers' earning level significantly influences consumers' impulse buying behavior. Impulse buying was considered great to shoppers with the capability of doing it".

It was found that civil status has no significant relationship to impulse buying behavior. Result was contrary to the study of Bashar, et

al. (2012) said that impulse buying behavior was mostly on people that are married in comparison to those that are single.

It is the same with the highest educational attainment and occupation which have a significant relationship with impulsive buying behavior. A similar result was revealed in the study made by Priyanka & Rooble (2012) individuals with better jobs manifested more

impulse buying behavior since they have more capability to buy products.

Moreover, gender and highest educational attainment have no significant relationship with impulse buying behavior, contrary to the study made by Ahmed (2011) wherein the impulse buying behavior has a significant difference with gender and in education. This study was taken from a sample size of 160 Indian respondents.

*Table 12. Correlation of Respondent's Profile with Impulsive Buying Behavior*

<b>Impulsive Buying Behavior</b> vs.	<b>Contingency Coefficient</b>	<b>P-Value</b>	<b>Decision</b>	<b>Interpretation</b>
<b>Age</b>	<b>0.8080</b>	<b>.000</b>	<b>Reject H<sub>0</sub>1</b>	<b>Associated</b>
<b>Gender</b>	0.1334	0.0733	Accept H <sub>0</sub> 1	Not associated
<b>Civil Status</b>	0.0558	0.7534	Accept H <sub>0</sub> 1	Not associated
<b>Highest Educational Attainment</b>	0.1969	0.2160	Accept H <sub>0</sub> 1	Not associated
<b>Occupation</b>	0.1017	0.9105	Accept H <sub>0</sub> 1	Not associated
<b>Income</b>	<b>0.2299</b>	<b>0.0444</b>	<b>Reject H<sub>0</sub>1</b>	<b>Associated</b>

#### **Correlation of Respondent's Profile with Visual Merchandising Influencers**

The results show that age and highest educational attainment have a significant relationship with the window display. The results further implied that respondents whose ages are nearly 18-37, 268 or 70% finished college, and 87% are working. The higher the age and educational attainment of the respondents the more likely they are affected by the window display.

Based on the results, there is a relationship between impulse buying behavior and visual merchandising influencers. It shows that the more the respondents are affected by window displays the higher their likelihood to impulse buy. As mentioned by Nishanov and Ahunjonov (2016), window displays are thought effective in a way of getting the shoppers' attention as

well as to entice them to get inside the store. They also mentioned that, once a buyer enters the store, the function of other external factors including promotional signage can have more chances of consumer impulse buying. Also, as explained by Cornelius (2010), attractive window displays are an important tool in getting customers' attention for the first time and leading them to enter the store.

A study made by Bashar and Ahmed (2012), wherein results are the same where window display, floor merchandising, and promotional signage are positively correlated. However, the result shows that in-store display and impulse buying are not correlated. The study was taken from a sample size of 250 Indian respondents and used the same statistical tool which is Pearson correlation.

Table 13. Correlation of Respondent's Profile with Visual Merchandising Influencers

Visual Merchandising Influencers vs.	Contingency Coefficient	P-Value	Decision	Interpretation
<b>Window Display</b>				
<i>Age</i>	<b>0.3707</b>	<b>.000</b>	<b>Reject H<sub>2</sub></b>	<b>Associated</b>
<i>Gender</i>	0.1334	0.0732	Accept H <sub>2</sub>	Not associated
<i>Civil Status</i>	0.0773	0.5110	Accept H <sub>2</sub>	Not associated
<i>Highest Educational Attainment</i>	<b>0.2758</b>	<b>0.0016</b>	<b>Reject H<sub>2</sub></b>	<b>Associated</b>
<i>Occupation</i>	0.1017	0.9105	Accept H <sub>2</sub>	Not associated
<i>Income</i>	<b>0.2541</b>	<b>0.0091</b>	<b>Reject H<sub>2</sub></b>	<b>Associated</b>
<b>In Store Display</b>				
<i>Age</i>	<b>0.5599</b>	<b>.000</b>	<b>Reject H<sub>2</sub></b>	<b>Associated</b>
<i>Gender</i>	0.0670	0.6300	Accept H <sub>2</sub>	Not associated
<i>Civil Status</i>	0.0861	0.4082	Accept H <sub>2</sub>	Not associated
<i>Highest Educational Attainment</i>	0.1610	0.5970	Accept H <sub>2</sub>	Not associated
<i>Occupation</i>	0.1690	0.2568	Accept H <sub>2</sub>	Not associated
<i>Income</i>	0.1486	0.7307	Accept H <sub>2</sub>	Not associated
<b>Floor Merchandising</b>				
<i>Age</i>	<b>0.2212</b>	<b>.000</b>	<b>Reject H<sub>2</sub></b>	<b>Associated</b>
<i>Gender</i>	0.1066	0.2202	Accept H <sub>2</sub>	Not associated
<i>Civil Status</i>	0.0989	0.2849	Accept H <sub>2</sub>	Not associated
<i>Highest Educational Attainment</i>	0.2017	0.1789	Accept H <sub>2</sub>	Not associated
<i>Occupation</i>	0.1690	0.2566	Accept H <sub>2</sub>	Not associated
<i>Income</i>	<b>0.2452</b>	<b>0.0171</b>	<b>Reject H<sub>2</sub></b>	<b>Associated</b>
<b>Promotional Signage</b>				
<i>Age</i>	<b>0.1512</b>	<b>.000</b>	<b>Reject H<sub>2</sub></b>	<b>Associated</b>
<i>Gender</i>	<b>0.1745</b>	<b>0.0072</b>	<b>Reject H<sub>2</sub></b>	<b>Associated</b>
<i>Civil Status</i>	0.0115	0.9970	Accept H <sub>2</sub>	Not associated
<i>Highest Educational Attainment</i>	<b>0.2252</b>	<b>0.0579</b>	<b>Reject H<sub>2</sub></b>	<b>Associated (Marginally Significant)</b>
<i>Occupation</i>	0.1315	0.6627	Accept H <sub>2</sub>	Not associated
<i>Income</i>	<b>0.3285</b>	<b>0.0058</b>	<b>Reject H<sub>2</sub></b>	<b>Associated</b>

## Conclusion and Recommendation

Based on the findings of the study typical buyers of malls are with an age range of 18-27 and income of about 10,001 - 20, 000 and 20,001- 30,000. Most females are mall-goers and mostly are college degree holders. Gender, civil status, highest educational attainment, and occupation do not have an impact on consumers doing unplanned purchases. Consumers who mostly go shopping are the ones that already earn a living. Respondents are impulse buyers only to a certain extent. This means that while they enjoy doing impulse buying, they still have control over such impulses. Window display and promotional signage have an influence on those consumers with different educational backgrounds.

For the correlation of respondent's profile versus impulsive buying behavior, age and income were found to have a significant relationship with the respondents' impulse buying behavior thus rejecting the first hypothesis, while gender, civil status, highest educational attainment, and occupation have no significant relationship with the respondents' impulse buying behavior thus accepting the first hypothesis. Correlation of respondent's profile versus floor merchandising, age, and income have significant relation thus rejecting the second hypothesis two, while the rest have no significant relation thus accepting hypothesis two. Correlation of respondent's profile versus promotional signage, age, gender, highest educational attainment, and income have significant relation

thus rejecting the two, only status and occupation have no significant relation thus accepting the second hypothesis.

Retailers are advised to also target their marketing efforts to males as well as other age groups as they are also susceptible to making impulse purchases. Companies including visual artists should create concepts to enhance their appeal to attract shoppers. Retailers may promote impulse buying by creating a store environment that will attract more shoppers to make an impulse purchase. Display the most attractive products that may provoke a desire to shoppers to make purchases upon entering the store. Companies must continue to improve and increase in-store promotions as these attract more impulse purchases. This was based on the result of the study. Future researchers may conduct studies with a different group of respondents as this study is only limited to mall shoppers within a specific area, and for the other researchers, other variables may also be used in assessing consumer's buying impulsiveness not limited to visual merchandising as they may also identify specific products.

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