

Influence of Visual Merchandising Elements on Instant Purchase

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Abstract : The primary goal of this research is to comprehend the many features of visual merchandising (VM) and impulsive or instant purchasing behavior. It aims to explain the link between visual merchandising and customer purchasing behavior. The reviews were compiled from research articles, professional journal articles, and the opinions of many authors. It also discusses the impact of different internal and external VM elements on instant purchasing. The visual merchandising elements are divided into two sections: interior element (inside the display, spaces, and layout, fixtures, mannequins, attention-grabbing device) and outside element (outside display, space, and layout, fixture, mannequins, attention-grabbing device) (Window Display, Exterior signs, Marquees, Entrance, color, and texture). By focusing on selected clothing stores from the four markets of Bhopal city, we discovered that the exterior elements (window display, color, and texture) and interior elements (mannequins like dummies and fixtures such as lighting) have a significant positive impact on instant buying among the elements of Visual merchandising.

Keywords : instant purchase, visual merchandising, instant buying behavior, consumer behavior, window display, fixtures, mannequins, marquees

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