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Influence of IN Store Display on Customers Appeal towards Apparel Multi Brand Outlets

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Abstract:

This study mainly aims to find out the customers' appeal towards the Multi-Brand Outlets using in-store display as a component to arrive at their purchase decision. The study was conducted for about 400 respondents in Coimbatore city. The research is a descriptive one. The researcher used schedule to collect the data. The data was analyzed using Anova and t-test. The in-store display influence score on shopping does not differ significantly among the different age groups. The female respondents are highly influenced towards the in-store displays than the male respondents. The respondents who fall under the income range between Rs.20,001 and Rs.30,000 are highly influenced to the in-store displays than other monthly family income groups. The respondents who stay with the same MBO are highly influenced to in-store displays than the respondents falling under the other retail categories. The customers normally take decision based on the in-store display or in-store models. Therefore, the retailers should focus on updating the in-store models and in-store displays with newer.

Keywords: Exclusive Brand Outlets (EBOs), In-Store Displays (ISD), Multi-Brand Outlets (MBOs), Retail Categories & Customers Appeal.

1. Introduction about the Retailing Industry

Retailing is a flourishing industry. The next ten years will undoubtedly hold even more changes than the last decade (Swapna Pradhan 2009). The Indian retail industry has changed a lot in the past few decades; recently the retail industry is undergoing a transformation called as organized retail formats. The traditional unorganized retail formats included convenience shops for food items and readymade shops for clothing. But, now it is being replaced by modern organized retail formats such as supermarkets for food items and Multi-Brand Outlets for clothing.

1.1. Introduction about the Study

The in-store display is analyzed to find out the level of influence of these variables on shopping at MBOs. The author has used 3 different types to find out the in-store displays influence on shopping such as in-store models, in-store aisle displays (arrangement of clothes on -the racks), and in-store window displays (window displays inside the store) which help the customers in arriving at the right purchase decision.

2. Literature Review

An effective mall shopping environment may impact the shopping experience and influence consumers to exhibit more approach behavior, to stay longer and spend money in the mall (Stoel et al. 2004). Visual merchandising is playing an imperative role in the development of physicality of a store (Davies and Ward 2005). Better insight into the moderating factors of ISD could improve our understanding of how displays work and offer useful guidelines to retailers and manufacturers for developing in-store marketing plans (Grewal and Levy 2007). The retailers hoping to promote specials, in-store media has evolved into various incarnations including ads on shopping carts, cart straps, aisles and talking shelves, end-aisle displays, floor signage, kiosks, interactive flat panels, in-store audio and video transmissions (Kotler and Keller, 2009). Identifying and understanding the overall effectiveness of online ISD, as well as the impact of strategic display characteristics, is of crucial importance for effective planning of marketing actions — not just for manufacturers that must decide on the mix of in-store incentives but also for retailers that have to determine a cost structure and allocation of display space to different display types (Ailawadi et al. 2009). They need (Agnihotri and Oburai 2010). The another study focused on various dimensions such as display design, shelf appearance, price and colour rules & layout are influencing favorably to the customers whereas dimensions viz. walks & signage, store illumination and quality of merchandise are posing insignificant to the masses. Display design with a focus on shelf appearance (as visual display dimensions) entices and triggers the

customers' outlook towards an organized grocery store. At the same time we cannot ignore the significance of colour dimension in shelving the merchandise with all neatness that leads to convenience while shopping (Anushree and Aniket Agnihotri 2012).

3. Objectives of the Study

To discover the customers appeal towards the Multi-Brand Outlets using in-store displays as a tool of attraction.

4. Hypothesis

- H1: The significant differences between in-store display and ages.
- H2: The significant differences between in-store display and gender.
- H3: The significant difference between in-store display and monthly family income.
- H4: The significant difference between in-store display and the retail categories.

5. Research Methodology

The study was conducted for about 400 respondents in Gurgaon city, India. The research is a descriptive one. The study was conducted using non-probability sampling method. In this study the convenience sampling method was adopted because the population size was unknown. The data was collected using schedules. The sampling unit is the customers of apparel MBOs at Gurgaon city. The data was analyzed using Anova and T-Test.

6. Data Analysis

For the purpose of the study, the customers of Multi-Brand Outlets are chosen as samples, to find out the customers' appeal. If retailers tailor their windows to the "city's individual personality" consumers may like the window display more because they identify with the image, which may increase their purchase intentions (Padilla and Eastlick 2009). The retailers should improve the visual merchandising determinants so as to make it simple and easier for the customers to locate the stuff towards the Multi-Brand Outlets using in-store display.

Following are the summarized result from analysis of data.

Variables	Characteristics	Respondents	% of Respondents
Age	Up to 20 years	121	30.3
	21 to 25 years	189	47.3
	26 to 30 years	48	12.0
	Above 30 years	42	10.5
Gender	Male	277	69.3
	Female	123	30.8
Family Income (Per Month)	Below Rs.5000	46	11.5
	5000 to 10000	102	25.5
	10001 to 25000	110	27.5
	25001 to 50000	75	18.8
	Above Rs.50000	67	16.8

Table 1: Demographic Characteristics

(i) The demographic data indicates that 21 to 25 years age group comprises to 47%. So, it denotes maximum number of respondents were youngsters when compared to other age group.

(ii) The gender classification depicts that 69% of the respondents are male and only 31% of the respondents are female.

(iii) The monthly family income profile of the sample indicates that 12% of the respondents income below 10000, 26% of the respondents income range from 10001 to

20000 respectively, 28% of respondents fall under the income category 20001 to 30000, 19% of the respondents fall between 30,001 and 50, 000 and 17% of the respondents fall above Rs. 50000.

6.1. In-Store Displays Score on Shopping and Age Profile

The in-store displays scores were compared with age of the respondents. For this purpose, the mean scores were found out for each age profile of the respondents. The mean scores are presented in the table below.

		In-store displays influence score		
		Mean	S.D.	No. of resp.
Age	16-20 yrs	11.22	1.83	121
	21-25 yrs	10.93	1.87	189
	26-30 yrs	11.35	1.94	48
	Above 30 yrs	11.10	1.74	42
Total		11.09	1.85	400

Table 2: ANOVA for in-store displays influence on shopping based on age profile

The table shows that the mean score (11.35) is higher for the respondents who belong to the age group of 26 and 30 years and the mean score (10.93) is lesser for the respondents who fall under the age group of 21 and 25 years. The mean scores indicate that respondents who fall under the age group between 26 and 30 years are highly influenced to in-store displays than the respondents of other age groups. In order to find whether the in-store displays influence score differ significantly based on the age profile, the following hypotheses were framed and tested.

Null Hypothesis: The in-store displays influence score on shopping do not differ significantly among the age of the respondents.

Alternative Hypothesis: The in-store displays influence score on shopping differ significantly among the age of the respondents.

	Sum of Squares	df	Mean Square	F	Sig
Between Groups	10.258	3	3.419	0.994	Ns
Within Groups	1361.679	396	3.439		
Total	1371.938	399			

Table 3: ANOVA for in-store display influence score on shopping

One way ANOVA has been applied to find whether the mean scores of in-store displays influence shopping differ among four different age groups. The ANOVA result shows that the calculated F-ratio value (0.994) is lower than the table value (2.627) at 5% level of significance. Therefore, it is inferred that the in-store display influence score on shopping does not differ significantly among the different age groups. Hence, the null hypothesis is accepted.

6.2. Comparison of In-Store Displays Score on Shopping and Gender

The in-store displays scores were compared with the gender of respondents. The mean scores were found out for each gender of the respondents. The mean scores are presented in the table below.

		In-store displays influence score		
		Mean	S.D	No. of resp.
Gender	Male	11.00	1.84	277
	Female	11.28	1.87	123
Total		11.09	1.85	400

Table 4: T-Test for comparison of in-store displays influence on shopping among gender

The table shows that the high mean score (11.28) is for female respondents and the low mean score (11.00) is for male respondents. The mean scores indicate that the female respondents are highly influenced towards the in-store displays than the male respondents. In order to find whether the in-store displays influence score differ significantly based on the gender of the respondents, the following hypotheses were framed and tested.

Null Hypothesis: The average in-store displays score on shopping do not differ significantly between male and female respondents.

Alternative Hypothesis: The average in-store displays score on shopping differ significantly between male and female respondents.

t	df	Sig.
1.359	398	Ns

Table 5: T-Test

The t-test was applied to find whether the mean scores of in-store displays influence on shopping differ significantly between the male and female respondents. The calculated t-test value (1.359) is lower than the table value (1.966) at 5% level of significance. The mean and standard deviation scores of in-store displays influence on shopping are not the same on male and female respondents. Therefore, it is inferred that the mean scores of in-store displays on shopping do not differ significantly between male and female respondents. Hence, the Null Hypothesis is accepted.

6.3. In-Store Displays Score and Monthly Family Income

The in-store displays influence scores were compared with different monthly family income group of respondents. For this purpose, the mean scores were found out for each monthly family income group. The mean scores are presented in the table below.

		In-store displays influence score		
		Mean	S.D.	No. of resp.
Monthly family income	Below Rs.10,000	11.46	1.24	46
	Rs.10,001 – 20,000	10.73	1.75	102
	Rs.20,001 – 30,000	11.51	1.99	110
	Rs.30,001 – 40,000	11.35	1.90	75
	Above Rs.50,000	10.40	1.82	67
Total		11.09	1.85	400

Table 6: ANOVA for in-store displays influence on shopping based on monthly family income

The table shows that the high mean score is (11.51) for respondents whose monthly family income is from Rs.20,001 to Rs. 30,000 and low mean score is (10.40) for respondents whose monthly family income is above Rs.50,000. The mean scores indicate that respondents who fall under the income range between Rs.20,001 and Rs.30,000 are highly influenced to the in-store displays than other monthly family income groups. In order to find whether the in-store displays influence scores differ significantly based on the monthly family income of the respondents, the following hypotheses were framed and tested.

Null Hypothesis: The in-store displays score on shopping does not differ significantly among the varied monthly family income of the respondents.

Alternative Hypothesis: The in-store displays score on shopping differs significantly among the varied monthly family income of the respondents.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	75.614	4	18.903	5.760	**
With in the Groups	1296.324	395	3.282		
	1371.938	399			

Table 7: ANOVA for in-store displays influence score on shopping
** - Significant at 1% level

One way ANOVA has been applied to find whether the mean scores of in-store displays influence on shopping differ among the five monthly family income groups. The ANOVA result shows that the calculated F-ratio value (5.760) is greater than the table value (2.395) at 1% level of significance. Therefore, it is inferred that the in-store displays influence score on shopping differ significantly among the varied monthly family income groups.

Hence, the null hypothesis is rejected and alternative hypothesis is accepted.

6.4. In-Store Displays Score on Retail Categories

The in-store displays scores were compared with distinct retail categories among the respondents. For this purpose, the mean scores were found out for each retail category. The mean scores are presented in the following table.

		In-store displays influence score		
		Mean	S.D	No. of resp.
Retail Categories	Staying with the same MBO	11.15	1.77	141
	Moving from one MBO to another MBO	11.10	1.88	221
	Comes to an MBO from an EBO	10.76	2.02	38
Total		11.09	1.85	400

Table 8: ANOVA for in-store displays influence on shopping based on the retail categories

The table shows that the mean score (11.15) is higher for the respondents who stay with the same MBO and the least mean score (10.76) for the respondents who come to an MBO from an EBO. The mean scores indicate that respondents who stay with the same MBO are highly influenced to in-store displays than the respondents falling under the other retail categories. In order to find whether the in-store displays influence score differ significantly based on the retail categories, the following hypotheses were framed and tested.

Null Hypothesis: The in-store displays influence score on shopping does not differ significantly with the retail categories.

Alternative Hypothesis: The in-store displays influence score on shopping differs significantly with the retail categories.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.590	2	2.295	0.666	Ns
With in the Groups	1367.347	397	3.444		
Total	1371.938	399			

Table 9: ANOVA for in-store displays influence score on shopping

One way ANOVA has been applied to find whether the mean scores for in-store display differ within the three retail categories like staying with the same MBO, moving from one MBO to another MBO and coming to an MBO from an EBO. The ANOVA result shows that the calculated F-ratio value (0.666) is less than the table value (3.018) at 5% level of significance. Therefore, it is inferred that the in-store displays influence score on shopping do not differ significantly with the retail categories. Hence, the null hypothesis is accepted.

7. Findings

1. The respondents who fall under the age group between 26 and 30 years are highly influenced to in-store displays than the respondents of other age groups.
2. The female respondents are highly influenced towards the in-store displays than the male respondents.
3. The in-store display influences the respondent whose monthly family income ranges from Rs. 20,001 to Rs. 30,000.
4. The respondents who stay with the same MBO are highly influenced to in-store displays than the respondents falling under the other retail categories.

8. Recommendations

The customers normally take decision based on the in-store display or in-store models. Therefore, the retailers should focus on updating the store models and display newer designs frequently. So that whenever a shopper visits an MBO, he should not be fed up by watching the same wears worn to a model or preferred pattern of display for months together because this may create a negative impact in the minds of the customers' about the image of a Multi-Brand Outlet.

9. Conclusion

This has been conducted to study the various elements which influence the shopping behaviour and out of which the in-store display has been considered as an element which influences the customers' decision making while shopping. The buying behaviour of the customers' at Multi-Brand Outlets has been analyzed using in-store displays as a tool of desirability. The in-store displays influence score on shopping varies much among the varied monthly family income of the respondents. The study concludes that the respondents who stay with the same MBO are highly influenced to in-store displays than the respondents falling under the other retail categories.

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