

**IMPACT OF VISUAL MERCHANDISING STRATEGIES  
ON IMPULSE BUYING BEHAVIOUR WITH SPECIAL  
REFERENCE TO BISMI HYPERMARKET, KALOOR,  
ERNAKULAM**

**Project Report**

Submitted by

**ANN JOSNA MARIA K J**

**Reg. No. AM23COM005**

*Under the guidance of*

**Ms. MANEESHA T M**

*In partial fulfilment of requirements for award of the Post Graduate Degree of*

**Master of Commerce and Management**



**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

Nationally Re-Accredited at 'A++' Level (Fourth Cycle)

Affiliated to

**MAHATMA GANDHI UNIVERSITY**

Kottayam-686560

**March 2025**

# **ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**Nationally Re-Accredited at 'A++' Level (Fourth Cycle)**



## **CERTIFICATE**

This is to certify that the project report titled '**IMPACT OF VISUAL MERCHANDISING STRATEGIES ON IMPULSE BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO BISMI HYPERMARKET, KALOOR, ERNAKULAM**' submitted by **ANN JOSNA MARIA K J** towards partial fulfilment of the requirements for the award of post graduate degree of **Master of Commerce and Management** is a record of bonafide work carried out by them during the academic year 2024-25.

**Supervising Guide**

**Ms. Maneesha T M**  
**Assistant Professor**  
**Dept. of Commerce**

**Head of the Department**

**Ms. Elizabeth Rini K F**  
**Assistant professor**  
**Dept. of Commerce**

**Place: Ernakulam**

**Date: 31/ 03/ 2025**

## **DECLARATION**

I, **ANN JOSNA MARIA K J** hereby declare that this dissertation titled, **“IMPACT OF VISUAL MERCHANDISING STRATEGIES ON IMPLUSE BUYING BEHAVIOUR WITH SPECIAL REFRENCE TO BISMI HYPERMARKET, KALOOR, ERNAKULAM”** has been prepared by me under the guidance of **Ms. MANEESHA T M**, Assistant Professor, Department of Commerce, St Teresa's College, Ernakulam.

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

**Place: ERNAKULAM**

**ANN JOSNA MARIA K J**

**Date: 31 /03 /2025**

## **ACKNOWLEDGEMENT**

I am truly thankful to all who helped me complete this research. Above all, I thank God for the strength and guidance He provided me while undertaking this project.

My heartfelt thanks to my guide, **Ms. Maneesha T M**, Assistant Professor, St. Teresa's College, Ernakulam. Her valuable suggestions, constant encouragement and sharp comments were of immense help. I am truly thankful to her for having consented to provide her time and expertise to this project.

I also thank Directors, **Rev. Sr. Tessa CSST**, **Rev. Sr. Francis Ann CSST**, Manager **Rev. Sr. Nilima CSST**, Principal **Dr. Alphonsa Vijaya Joseph** and **Ms. Elizabeth Rini K F**, Head of the Department of Commerce, and all other faculties of the Department of Commerce, St. Teresa's College for their encouragement and useful suggestions.

In addition, I would also like to express my gratitude to all the participants and colleagues who supported the growth of this project. Lastly, I am highly thankful to my family for their unwavering support, in the absence of which this study could not have been carried out.

**ANN JOSNA MARIA K J**

## **CONTENTS**

<b>SL NO</b>	<b>DESCRIPTION</b>	<b>PAGE NO</b>
1	List of Tables	
2	List of Figures	
3	Introduction	1-7
4	Review Of Literature	8-12
5	Theoretical Framework	13-23
6	Data Analysis And Interpretation	24-52
7	Findings, Suggestions And Conclusion	53-56
8	Bibliography	
9	Appendix	

## LIST OF TABLES

<b>SL NO</b>	<b>DESCRIPTION</b>	<b>PAGE NO</b>
4.1	Age wise classification	25
4.2	Gender wise classification	26
4.3	Income wise classification	27
4.4	The most attractive feature of the store	28
4.5	Factors that influence impulse buying behaviour of the customer	29
4.6	Frequency of visits	30
4.7	Influence on the purchasing decisions	31
4.8	Reliability statistics of consumer buying decisions visual merchandising	32
4.9	Gender wise distribution of consumer perception on visual merchandising	32

4.10	Age wise comparison of consumer perception on visual merchandising	33
4.11	Income wise comparison of consumer perception on visual merchandising	34
4.12	Comparison of consumer perception on visual merchandising based on frequency of purchase	35
4.13	Hypothesis 1: Kruskalwallis test	36
4.14	Hypothesis 1: Kruskalwallis test	37
4.15	Hypothesis 1:Kruskalwallis test	38
4.16	Hypothesis 1 :Kruskalwallis test	39
4.17	Hypothesis 1 :Kruskalwallis test	40
4.18	Hypothesis 1 :Kruskalwallis test	41
4.19	Hypothesis 1 : Mann whitney U test	41
4.20	Test statistics for customer perception and visual merchandising elements	42
4.21	Reliability analysis of visual merchandising techniques	44

4.22	Descriptive statistics of visual merchandising and buying behaviour	45
4.23	Model summary of impact of visual merchandising	45
4.24	Hypothesis 2 : ANOVA	46
4.25	Regression coefficients for the impact of visual merchandising on customer perception	46
4.26	Impact on retaining the store image	48
4.27	Reliability analysis of impacts of visual merchandising retaining retail store image	49
4.28	Descriptive statistics of customer satisfaction and store image perception	49
4.29	Model summary of impacts of visual merchandising on store image retention	50
4.30	Hypothesis 3 : ANOVA	50
4.31	Regression Coefficients for the Impact of Visual Merchandising on Customer Satisfaction and Store Image.	51

## **LIST OF FIGURES**

<b>SL NO</b>	<b>DESCRIPTION</b>	<b>PAGE NO</b>
4.1	Age	25
4.2	Gender	26
4.3	Income	27
4.4	The most attractive feature of the store	28
4.5	Factors that influence impulse buying behaviour of the customer	29
4.6	Frequency of visits	30
4.7	Influence on the purchasing decisions	31
4.8	Impact on retaining the store image	48

# **CHAPTER 1**

## **INTRODUCTION**

## **CHAPTER 2**

## **REVIEW OF LITERATURE**

## **CHAPTER 3**

### **THEORETICAL FRAMEWORK**

## **CHAPTER 4**

### **DATA ANALYSIS AND INTERPRETATION**

## **CHAPTER 5**

### **FINDINGS, SUGGESTIONS AND CONCLUSION**

## **BIBLIOGRAPHY**

## **APPENDIX**

## REFERENCES

### Journals

Adam, A. I. (2020). Impact of Visual Merchandising on Customer Impulse buying behavior with special reference to retail stores. *Asian Journal of Management*, 11(1), 29-37.

Azhagan, Dr. C. T. A. T., & Mohamed, R. F. (2020). Impact of visual merchandising in retail stores. *International Journal of Creative Research Thoughts*.

Bashar, A., & Ahmad, I. (2012). Visual merchandising and consumer impulse buying behavior. *International Journal of Retail Management & Research*, 2(4), 31-41.

Bashar, A., Ahmad, I., & Wasiq, M. (2013). A study of influence of demographic factors on consumer impulse buying behaviour. *International Journal of Marketing and Management Research*, 4(3and4), 64-76.

Gajanayake, R., Gajanayake, S., & Surangi, H. A. K. N. S. (2011, December). The impact of selected visual merchandising techniques on patronage intentions in supermarkets (study based on Colombo district). In *2nd International Conference on Business and Economic Research Proceeding* (Vol. 1130).

Groeppel-Klein, A. (2005). Arousal and consumer in-store behavior. *Brain research bulletin*, 67(5), 428-437.

Hefer, Y., & Cant, M. C. (2013). Visual merchandising displays' effect on consumers: A valuable asset or an unnecessary burden for apparel retailers. *The International Business & Economics Research Journal*, 12(10), 1217.

Hubrechts, L., & Kokturk, B. (2012). Effects of visual merchandising on young consumer's impulse buying behaviour.

Hussain, M. A. (2013). Impact of visual merchandising on consumer buying behaviour at big bazaar. *International Journal of retail and distribution management*, 3(2).

Kerfoot et al. (2003). Visual merchandising and the creation of discernible retail brands image. *International journal of retail & distribution management*, 31(3), 143-152.

Mehta, D. N., & Chugan, P. K. (2013). The impact of visual merchandising on the impulse buying behavior of consumer: A case from Central Mall. *Universal Journal of Management*, 1(2), 76-8.

Mishra, A., & Bhusan Mishra, Dr. B. (2022). An intervention into visual merchandising tools through Exploratory Factor Analysis (EFA). *International Journal of Science and Research (IJSR)*, 11(4), 1084–1088.

Mubarak, K., & Mufeeth, M. (2020). Impact of visual merchandising of clothing stores on impulse buying behavior.

Sadachar, A., & Konika, K. (2017). The Role of Sustainable Visual Merchandising Practices in Predicting Retail Store Loyalty.

Saeed , A. (2015). Impact of Lighting as a Visual Merchandising Tool on Consumers Purchase Behavior, 17I2.

Soomro, Y. A., Kaimkhani, S. A., & Iqbal, J. (2017). Effect of visual merchandising elements of retail store on consumer attention. *Journal of business strategies*, 11(1), 21

Wanniachchi, N. H., & Kumara, W. V. L. (2016). A study on impact of visual merchandising on consumer buying behaviour in clothing retail stores.

## WEBSITES

- [www.bismigroup.com](http://www.bismigroup.com)
- [www.wikipedia.com](http://www.wikipedia.com)
- [www.relianceretail.com](http://www.relianceretail.com)
- [www.ril.com](http://www.ril.com)
- [www.aeph.in](http://www.aeph.in)
- [www.ijcert.org/papers/IJCRT2204418.pdf](http://www.ijcert.org/papers/IJCRT2204418.pdf)

# QUESTIONNAIRE

1. Age

- Below 20
- 21-30
- 31-40
- 41-50
- Above 50

2. Gender

- Male
- Female

3. Monthly income

- Less than 20000
- 20000-50000
- Above 50000

4. How do you came to know about Bismi hypermarket?

- Friends and family
- Newspaper
- Social media
- Advertisement
- Others

5. How frequently do you purchase from bismi hypermarket?

- Daily
- Weekly
- Frequently
- Occasionally
- Rarely

6. When you shop at a supermarket, what are the first things you notice about how the products are displayed?

- Store exterior graphics and signature
- Window display
- Promotional offerings at the entrance
- Brand name and logo
- Others

7. Do you pay attention to how products are arranged and presented in the supermarket?

- Yes
- No

8. Have you ever bought something you didn't intend to buy because of how it was displayed?

- Very likely
- Likely
- Neutral

- Unlikely

- Very unlikely

9. Do you notice special displays or promotions?

- Very likely

- Likely

- Neutral

- Unlikely

- Very unlikely

10. Is the supermarket easy to navigate? Do you find it easy to find what you're looking for?

- Very likely

- Likely

- Neutral

- Unlikely

- Very unlikely

11. What is the store's most distinctive characteristic that draws customers in and encourages impulsive buying?

- Creative product display

- Shelf layout

- Bold graphics

- Lighting

- Others

12. How do you feel about the lighting in the supermarket?

- It's too bright

- Just right

- It's too dim

13. Does the lighting make the products look appealing?

- Strongly Agree

- Agree

- Neutral

- Disagree

- Strongly disagree

14. Does the overall atmosphere of the supermarket (including music, cleanliness, etc.) affect your shopping experience?

- Strongly Agree

- Agree

- Neutral

- Disagree

- Strongly disagree

15. Do you think visual merchandising influences your purchasing decisions?

- Yes

- No

16. Does visual merchandising make you more likely to try new products?

- Yes
- No

17. Do you prefer buying items that are kept at eye level or those are placed on the lower or upper racks in the hypermarket?

- Upper level
- Eye level
- Lower level

18. If the product display and prices are clearly depicted in the rate chart. Is it convenient for you to buy the product?

- Yes
- No

19. How do you rate the product offers near the billing counter?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

20. How do you rate the quality of merchandising offered by the Bismi hypermarket?

- Excellent
- Good

- Average
- Below average
- Poor

21. How do you rate the product layout at Bismi Hypermarket?

- Excellent
- Good
- Average
- Below average
- Poor

22. Do you recommend Bismi hypermarket to others?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

23. How do you rate your satisfaction level at the Bismi hypermarket?

- Very Satisfied
- Satisfied
- Neutral
- Not satisfied

- Very Dissatisfied

24. How do you rate the perception about visual merchandising activities of the store?

- Very satisfied
- Satisfied
- Neutral
- Not satisfied
- Very dissatisfied

25. Does visual merchandising help the customers in establishing the image of the brand?

- Yes
- No