

Influence of Visual Merchandising on Unplanned Shopping

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Abstract:

The initial step to getting customers to purchase is getting them in the door. Visual merchandising is the tool which is used by the companies or shopkeepers to attract the customers or shoppers into the store. The purpose of my paper is basically to explore the huge influence of visual merchandising aspects on unplanned shopping and how retailers strategically use this phenomenon to improve the overall shopping experience.

The areas of concern in my paper will be Consumer buying behavior, cultural values or environmental variables. The key areas of my paper for study in examining the influence of Visual Merchandising on unplanned shopping will be: need recognition, information search, alternative evaluation, purchase decision, post-purchase evaluation.

The purpose of this paper is to study the significant influence of window display, in-store form, floor merchandising and Promotional signage. Therefore, understanding the key factors of impulse buying behavior in retail stores is crucial. The study may help retailers to plan their stores accordingly to increase their customer footfall in the store and increase their unplanned /impulse buying behavior. How influential is signage that promotes the purchase of products from special offers communicated by in-store advertising and promotion signage. This may in turn lead retail stores to incorporate offer Price reductions, discounts, and special offers in order to attract shoppers and influence them to buy the displayed products. Taken together, these findings suggest an important role for visual merchandising in promoting customer impulse buying behavior in retail stores.

These findings contribute in several ways to our understanding of Visual merchandising and unplanned shopping and provide a basis for further research.

Keywords:

Visual Merchandising, Consumer Buying Behaviour, advertising, Window Display, Signages, Shoppers, Promotions, Purchase Decision.

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Introduction

In present-day energetic retail environment, when shoppers are flooded with options, visual merchandising plays an essential role in impacting consumers' purchasing patterns and behaviors. Unplanned buying, in which consumers often make impulsive purchases that were not initially part of their shopping preferences, is one of the most interesting occurrences in the retail industry. This article essentially examines the significant impact that visual merchandising elements have on impulsive purchases and how merchants can take advantage of this phenomenon to enhance the overall shopping experience.

Understanding Visual Marketing

Beyond simple product arrangement, visual merchandising is a crucial part of the retail strategy. It's a thorough method for showcasing goods in a way that encourages interaction and revenue. The idea includes a number of components, including as layout, signage, displays, and sensory sensations, all of which work together to give the customer an engaging experience.

Visual Merchandising's Objective

Attracting, involving, and inspiring the consumer to make a purchase is the main objective of visual merchandising. It successfully conveys the brand's image and makes sure the item is displayed in the most enticing way possible, so it's not just about making the store look nice.

Visual Merchandising Components

Window displays, store layout, interior displays, signage, and sensory components like lighting and music are all important components of visual marketing. Together, these elements produce a shopping space that embodies the brand's values and engages the sensations and emotions of the customer.

Knowing What Unplanned Shopping Is

Unplanned shopping, also known as impulse buying, is the term used to describe the impulsive purchase of goods that a buyer did not intend to acquire before entering the store. It usually happens when customers are compelled to make snap decisions because they are drawn in by the visual elements of goods, displays, or promotions. Unplanned shopping is a crucial component of the retail industry since it greatly increases sales and profitability for companies.

Cause of Unplanned Shopping

- Alluring Discounts & Promotions
- Product placement and store layout
- Emotional triggers include boredom, enthusiasm, and tension.

- Social Influence (friends, trends, and influencers)
- Absence of a shopping list or budget planning
- Accessibility (e.g., one-click purchases)

Benefits of Unplanned Shopping

- Immediate Gratification: Offers a prompt emotional lift.
- Product Discovery: Assists clients in locating products.
- Economic Boost: This boosts sales and helps enterprises.
- Retail Strategy Success: Aids in visual merchandising and marketing initiatives.

Consequences of Unplanned Shopping

- Financial strain: which causes debt or excessive spending.
- Regret or buyer's remorse: Feeling guilty after making needless purchases
- Waste: Purchasing things that are either soon thrown away or never utilized.
- Ineffective Budget Management: This hinders long-term financial objectives.
- Emotional Impact: Spending excessively may lead to feelings of guilt, tension, or anxiety.

The Impact of Visual Merchandising on Unplanned Purchases

Visual merchandising is the art and science of presenting things in a way that stimulates customers' interest and compels them to make a purchase. It includes a number of visual merchandising components, such as the thoughtful placement of merchandise, displays, signs, lighting, and other visual components in a store setting. A harmonious and visually appealing setting that manipulates customers on both a conscious and subconscious level is produced by effective visual merchandising. To put it another way, visual merchandising is a type of marketing strategy that uses a variety of components, including as displays, technology, color, floor designs, and lighting, to merely draw in customers. Its ultimate goal is to make a store stand out from the competition and draw customers in order to use the retail space to increase revenue.

The following are some visual merchandising elements that encourage impulsive purchases by customers.

1.Store Layout and Design: It is evident that the retail space's layout and design have a significant impact on visual merchandising in directing customers throughout their impromptu shopping sessions. Customers can be drawn in and encouraged to explore by employing precise and appropriate aisle placement, product displays, and focal points. With the aid of appropriate style, this tactic only entails elevating things as "prime offerings" to make them stand out. Because they can

operate with three dimensions—lateral, longitudinal, and vertical—it allows shops to be creative and unconstrained.

2. Window Displays:



The very primary rule of visual merchandising in the retail sector is that your window displays must be very innovative, extraordinary, and attractive. You will have more customers if they are more appealing. Although it could seem like an extra chore, investing a lot of time and effort into designing your window displays is definitely an excellent idea. It has been discovered that imaginative and distinctive displays create a captivating

visual narrative and haphazardly capture people's attention on the street. Stated differently, window displays serve as the initial point of contact between the store and prospective clients. An appealing and eye-catching window display can pique customers' interest and draw them into the store, increasing the likelihood of impulsive purchases. So, this aspect definitely has influence on visual merchandising in unplanned shopping.

3. Color psychology:



It is a component of visual merchandising that influences consumers' impulsive purchases. Colors have a significant influence on emotions and decision-making, as is well known. Visual merchandisers frequently experiment with color and attempt to use color psychology to evoke particular emotions and moods that may affect customers' purchasing decisions. To put it another way, vivid signage text colors like orange and red are typically employed to draw

attention and astound customers, but some luxury businesses are also known to emphasize refinement with muted colors. To make various things stand out from the crowd, one can also experiment with colors. To draw in customers, you could, for example, position a product with a neutral color against a striking background.

4. Lighting:



Appropriate lighting also affects impulsive purchases. It usually makes things more aesthetically pleasing and visible. While strategically placed lighting might draw attention to specific items and encourage impulsive purchases, well-lit displays provide a nice, lively, and inviting ambiance. To change the mood of your store, you may easily experiment with different kinds of lighting.

Accent lights are a simple way to draw clients' attention to new or sale items of your business. Retail establishments that specialize in luxury goods are particularly well-suited for accent lighting. The lighting in a store actually makes the visual marketing come to life and highlights the attributes of your merchandise.

5. Product Placement:



The proper arrangement of products within the store also influences the customers on the unplanned shopping. Placing the complementary items together or strategically keeping the high-margin products can encourage customers to go for unplanned purchases.

The Psychology Behind Unplanned Shopping

1. Emotional Appeal: It is seen that, visual merchandising influences into the emotional aspects of the consumer decision-making process. With the help of managing displays that highlight positive emotions, like joy or excitement, can trigger unplanned buying behavior.

2. Scarcity and Urgency: Developing a sense of scarcity or urgency with the aid of visual cues, like limited-time promotions or super exclusive deals, can guide consumers to make unplanned shopping to avoid missing out.

3. Storytelling: Attractive visual merchandising helps in telling a story regarding the products, brand, or lifestyle that is connected with the items on display. It is analyzed that consumers are more likely to do unplanned shopping when they co-relate with the narrative presented in-store.

4. Cultural and Social Factors: Unplanned purchases can also be influenced by social variables, such as the presence of other people or cultural conventions surrounding gift-giving and shopping. Elements that gently appeal to these social and cultural factors are frequently

Effects of Retail Design and Layout

A store's layout and design are strategic instruments in visual merchandising that direct customer movement and product interaction; they are not only for show. By gently guiding customers on a quest of discovery, a thoughtfully designed store can have a big impact on the possibility of unforeseen purchases.

1.Store Layout Strategy

The cornerstone of successful visual merchandising is the layout. Aisles, product placement, and the flow from the entrance to the checkout counter are all factors that influence how customers behave. Using a decompression zone—the area right inside the store door that gives visitors time to get used to their new surroundings—is a popular tactic. From there, a business can employ a design that promotes exploration, such as a free-flow or loop layout.

2.Product Grouping and Placement

Products' visibility and the chance of impulsive purchases can be affected by their placement and positioning. For instance, putting related goods close to one another may promote more purchases. Because they are so visible, end caps—the displays at the end of aisles—are excellent places to advertise impulsive purchases.

3.The Zone of Decompression

The shopping experience is set up in the decompression zone. Customers can move from the outside world into the store space in this clutter-free environment. This area's design is crucial since it can influence the customer's initial impression and establish the tone for their shopping experience.

4.Signage for Navigation

In addition to making it easier for customers to find what they need, clear signage draws their attention to places they might not have previously thought of. Signs placed strategically can direct customers through the store and expose them to a wider range of products, potentially resulting in impulsive purchases.

5.Using the Senses

Multisensory experiences will also be taken into account in an engaging retail design. For instance, product displays that promote engagement can improve tactile experiences, and music and aroma can appeal to the olfactory and auditory

senses, respectively. Customers may stay longer and make more impulsive purchases as a result of these sensory inputs, which can also help create a nice retail atmosphere.

Some Brands' Effective Visual Merchandising Strategies:

1. Apple: Apple's retail locations are well-known for their thoughtful product placement and simple design. Creates an atmosphere that encourages customers to explore and make impulsive purchases with the aid of modern displays and group product presentations.

2. Zara: It has been discovered that Zara's fast-fashion business strategy is entirely dependent on regular product rotations and eye-catching displays. Customers' demand for the newest fashion trends is capitalized on by short-lived collections and strategic placement of trendy items, which results in impulsive purchases.

Technology Used Strategically in Visual Merchandising:

1. Augmented Reality (AR) Displays: To enable customers to view products in real-time, many businesses are currently integrating AR displays. This type of interactive approach improves the shopping experience and has the potential to impact impulsive purchases.

2. Digital Signage: Retailers can quickly alter their displays to promote new products or time-sensitive deals with the aid of dynamic digital signage. Digital signage's adaptability makes it more likely to draw customers' attention and encourage impulsive purchases.

Conclusion:

In conclusion, there is no denying its significance in the modern retail environment. Retailers intentionally use a variety of visual merchandising components to create an engaging environment that piques customers' interest and encourages in-store sales. The impact of visual merchandising on spontaneous shopping is further enhanced by the use of cutting-edge tools and techniques, as technology tends to advance constantly. Additionally, businesses looking to optimize their visual merchandising tactics and take advantage of the potential of impulsive shopping must comprehend the psychology underlying customer purchase habits and keep abreast of market developments.

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