

Influence of Window Display in Impulse Buying Behavior of Tourists –An Analysis on the Basis of Education

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Abstract - Impulse buying is defined as “any purchase that a shopper makes and has not been planned in advance” (Bellenger et al., 1978; Stern, 1962). Shopping is an unavoidable moment for tourists. Window display in the retail stores influence tourists for impulse buying. The purpose of this research is to examine the influence of window display in the impulse buying behavior of tourists. The study was conducted by using both primary and secondary data and the primary data were collected from 100 tourists visited Kerala. The result of the study proves that window display in the retail store influence the tourists for impulse buying. The study reveals that the tourists having SSLC qualification are more influenced by window display for impulse buying.

Index Terms - Impulse buying, Window display, Influence, Tourists, Unplanned purchase.

INTRODUCTION

An “impulse purchase” or “impulse buying” is an unplanned decision to buy a product or service, made just before a purchase. One who tends to make such purchases is referred to as an impulse purchaser or impulse buyer. “Impulse purchase” or “impulse buying” describes any purchase which a shopper makes but has not planned in advance. (Baumeister, 2002, Stern, 1962). Impulse purchases appear when consumer experiences a sudden plan and they could not control themselves and wish to buy the product immediately. Retailers give more importance to tourist shopping and are prepared to encourage impulse buying through effective marketing stimulus. Window display attracts the tourists to enter the store and most of the purchase of tourists are not planned but made on impulse.

Impulse buying disrupts the normal decision-making models in consumers' brains. The logical sequence of the consumers' actions is replaced with an irrational moment of self-gratification. Impulse items appeal to the emotional side of consumers. Some items bought on impulse are not considered functional or necessary in the consumers' lives. Preventing impulse buying involves techniques such as setting budgets before shopping and taking time out before the purchase is made.

STATEMENT OF THE PROBLEM

This research focuses on to identify whether window display influence tourists for impulse buying and whether it helps in generation of income for retailers. So, the research question is

1. Whether window display influences the tourists for impulse buying?

SIGNIFICANCE OF THE STUDY

This study will help to gain a better understanding the influence window display for impulse buying among tourists and this awareness will help the retailer or marketer to make various measures to attract tourist for making impulse buying.

REVIEW OF LITERATURE

Peck and Childers (2006) examined the influence of touch on impulse – purchasing behavior. They say that touch increases impulse purchasing as the distance between product and consumer decreases. Results from a field experiment suggest that both individual

and environmental touch related factors increase impulse purchasing.

Kaur and Singh (2007) studied the buying behavior of Indian youth and found that sensory stimulants such as the background music, order, or feel of the products play an important role in shaping the shopping exercise of these individuals and could set off impulse buying activity in them.

OBJECTIVE OF THE STUDY

To measure the influence of window display in impulse buying behavior of tourists.

HYPOTHESIS OF THE STUDY

Influence of window display for impulse buying does not differ significantly with the demographic factor, educational qualification of tourists.

RESEARCH METHODOLOGY

This study was designed as a descriptive one based on primary and secondary data. Primary data were collected from 100 tourists visited at Wayanad district of Kerala by using a structured and pretested questionnaire. Simple mathematical tools like mean and standard deviation have been used for summarizing the classified primary data. To test the statistical difference F-test were used.

SAMPLING DESIGN

The primary data for the study were collected from 100 respondents visited Wayanad district of Kerala and they were selected through convenience sampling method.

TOOLS USED FOR DATA ANALYSIS

Simple mathematical tools like mean and standard deviation used. To test the statistical differences, independent samples t-test and Analysis of Variance were used.

DATA ANALYSIS AND INTERPRETATION

Table 1-Gender wise classification of Influence of Window display in impulse buying

Impulse buying	SSLC		PRE DEGREE		GRADUATION		PG		PROFESSIONAL		Total	
	Mean	SD	Mean	S.D	Mean	S.D.	Mean	S.D	Mean	S.D	Mean	SD
I pay attention to store's window display.	4.09	.294	3.72	.736	4.05	.763	3.70	.990	3.98	.719	3.89	.821
I tend to enter a store when attracted by an eye-catching window display.	4.00	.617	3.44	.963	4.10	.743	3.66	.786	3.77	.627	3.81	.814
Good product display influence my spontaneous purchase decision.	3.73	.631	3.71	1.067	3.96	.833	3.72	.750	3.81	.667	3.81	.831
Specially arranged and particularly attractive display induces me for unplanned purchasing.	4.00	.436	3.58	1.097	3.75	.859	3.39	.891	3.39	.940	3.58	.925
I am interested in shopping at well designed window stores	4.09	.294	3.67	.949	3.64	.971	3.38	1.003	3.49	.928	3.58	.957
OVERALL INFLUENCE OF WINDOW DISPLAY	3.98	.3749	3.62	.7985	3.90	.57863	3.5699	.56646	3.687	.5719	3.7315	.62689

The table 1 shows that all the respondents of different education groups are influenced by window display for impulse buying. The group having SSLC qualification are highly influenced as it shows a mean score of 3.98 and a S.D of .374 and next influenced by the group having graduation and it shows a mean score of 3.90 and a S.D of .578 and the least influenced group is post graduation group as it shows an overall mean score of 3.56 and a S.D of .566. The total mean score reveals that all the respondents agree with all the

statements that they are influenced by window display for impulse and the highest mean score is for “I pay attention to store’s window display” that is 3.89 and a S.D of .821.

H0- There is no significant difference in the influence of window display in impulse buying behavior of tourists with their demographic variable education.

Table 2 Result of ANOVA – Education wise classification of Influence of window display in impulse buying

Variable	Sum of square	Degree of freedom	Mean square	F value	P value
Overall influence of window display	9.116	4	2.279	6.096	.000

The result of ANOVA shows that there is significant difference in the influence of window display in impulse buying behavior of tourists of different educational group as the P value is less than 0.05. So, the hypothesis is rejected.

SUGGESTION

As it is found that the tourists were influenced by window display, so the retailers should take measures to arrange the stores window display in such a manner to attract the tourists for impulse buying.

CONCLUSION

Impulse buying is buying without thinking. Here this study was conducted to find out whether the window display influence the tourists for impulse buying and the result of the study reveals that window display influences the tourists for impulse buying and the most of them agree that they pay attention to store’s window display. So, the retailers can make use of this window display for their income generation within their retail stores.

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