YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

THE EFFECT OF VISUAL MERCHANDISING FACTORS ON SHOPPING ENJOYMENT AND CONSUMER IMPULSE BUYING BEHAVIOUR OF NEXT GENERATION CLOTHING STORES IN YANGON

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MBA II – 86

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"This Thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the Degree of Master of Business Administration (MBA)"

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ACCEPTANCE

This is to certify that the thesis entitled "**The Effect of Visual Merchandising Factors on Shopping Enjoyment and Consumer Impulse Buying Behaviour of Next Generation Clothing Stores in Yangon**" has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

(Chairman)
Dr. Tin Tin Htwe
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(Supervisor)   (Examiner)

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January, 2023

ABSTRACT

The objectives of this study are to analyse the effect of visual merchandising factors on shopping enjoyment and to examine the effect of shopping enjoyment on consumer impulse buying behaviour of Next Generation Clothing Stores in Yangon. There are twelve branches of Next Generation clothing stores in Yangon. Raosoft's formula was used to calculate the sample size as the population was unknown. The sample size was 267 customers who were asked a structured questionnaire by using systematic random sampling method. Every fifth customers who came to buy the products to stores during working hours were selected to conduct the survey. 193 out of 267 customers responded complete answers to analyze the primary data. Descriptive method and regression method were used in this study. According to the regression analysis, the findings show that among four variables of visual merchandising, store layout and promotional signage have positive effects on shopping enjoyment. It is also found that the shopping enjoyment has a significant effect on consumer impulse buying behaviors of Next Generation clothing stores in Yangon. Therefore, Next Generation clothing stores should reinforce the usage of promotional signage and store layout display to create a favourable shopping environment. Next Generation clothing stores should also invest in improving the store environment to increase impulse buying in their stores.

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CHAPTER 1

INTRODUCTION

Each sector of the fashion business is forced to use visual marketing to increase the attractiveness of items due to today's intense rivalry and similarity of goods. Retailers of clothing, in particular, lay more emphasis on visual merchandising to set their products apart from competitors'. Today's clothes retailers compete with one another primarily through the aesthetic differentiation of their product displays. To set their items apart from competitors, clothes merchants prioritize visual marketing more than anything else. Visual merchandising is a technique used by retail establishments to exhibit their products in a way that appeals to customers and makes them want to buy them rather than merely encourage them to enter the business (Dash & Akshaya, 2016). Customers may be drawn to stores with a welcoming ambiance and appealing designs because they feel comfortable shopping there and spending time perusing the merchandise.

Due to rivals in the markets and the need to set themselves apart from rivals, all businesspeople and merchants are making every effort to equip themselves with modernization, improvement, differentiation, and innovation. Businesses want to get a big share in the markets and to increase their profits, but it is only possible by using different store atmospheric elements and its components (Bhatti & Latif, 2014). Bhatti and Latif (2014) claim that it is difficult for merchants to stand apart when their marketing strategies are based on factors like pricing, product, place, and promotion. Therefore, visual merchandising has become more operative for differentiation. In stores, lighting, colour and window display are different elements that have direct effects on consumer's impulse buying behaviour.

Visual merchandising, according to Kaur (2013), is the skill of developing illustrations and structuring merchandise assortments inside of a shop to enhance the arrangement and appearance to boost earnings and profitability. Visual merchandising is a practice that encourages the sale of goods, notably by emphasizing the way they are exhibited in retail spaces (Shagal & Sharma, 2016). Everything a consumer sees, both inside and outside, is basically referred to as visual merchandising. Its goal is to

paint a favourable perception of a product in the customer's mind and pique their interest and desire to buy it (Shoop et al., 1991).

Visual merchandising can also influence impulse purchases. Impulse buying is a quick, convincing, and sophisticated hedonistic behavior in which the speed of the decision-making process prevents examination of other information and options (Beatty & Ferrell, 1998). One important method of interacting with clients is via visual merchandising. In the modern day, where marketers look for fresh and inventive methods to capture consumers' attention, it has emerged as a highly important tool.

From the study of Taskiran (2012), the key elements of visual merchandising are window display, colour, lighting, and signage. Emily White (2012) suggested that if using window display effectively, this can bring retailers new customers, create customer loyalty, enhance the image and brand of the business, promote certain product lines and above all be a major selling tool in increasing sales. Pegler (2013) claimed that color psychology is very important in visual merchandising. Color can immediately create a mood.

Taskrian (2012) pointed out that lighting is another element of visual merchandising. Lighting can create an ambiance and make atmosphere visually pleasant. The right utilization of light is very important for shopping enjoyment. Claus (2001) stated that retailers must communicate with customers quickly and effectively by their products and services as signage is a business's basic link to customers. The aim is to encourage "stop and shop" behavior, raise consumer awareness, and influence consumer decisions.

According to Waters (2014), a retailer may increase sales for every square foot of designated selling area in their shops by carefully planning the layout of their retail establishments. According to Root (2014), the design of a clothes store often helps shoppers view things clearly and makes shopping more enjoyable. Additionally, it might aid shops in safeguarding their stock. An effective retail layout may attract customers while making it simple for first-time buyers to locate what they're searching for.

Karbasivar and Yarahmadi (2011) asserted that a major factor in predicting customers' impulsive purchasing behavior is the shopping atmosphere in a business. It is composed of variables which are micro and are explicit to shopping situations and limited to a geographic space.

Impulse buying is a quick, powerful, and complex purchase behaviour of the consumer. According to Rook (1987), impulsive buying is a common aspect of consumer's behaviour and a vital thing for the market's strategic plans. According to Hefer and Cant (2013), every retailer wishes to be eye-catching enough to draw people, provide the things that those customers desire, and inspire to make plans for impulsive purchases. Therefore, the purpose of this research is to examine how customer impulsive purchasing behavior at Next Generation Clothing Stores in Yangon is influenced by visual merchandising and shopping delight.

1.1   Rationale of the Study

With increasing competition, clothing stores strive to ensure that their stores are appealing to their target markets. The store is already crucial for market differentiation because clothing stores are finding it harder and harder to establish a strategic advantage based only on their products. The association between consumers' perceptions of a store's physical beauty and their intents to shop there, according to Darden (1983), revealed that the store's visual appeal may have an impact on customers' decision to shop there and their purchasing patterns.

Visual merchandising is being used mostly in the fashion retail industry, especially apparel retailers. In Myanmar, retailers always use visual merchandising and display in their stores, but not obvious and outstanding as global retailers do. However, due to intense competition and social factors, today visual merchandising is being more used than before, as it is a marketing tool to entice customers aiming to encourage sales. Visual merchandising plays a huge role as a silent salesperson selling items in the sight of buyers and telling them how they look or how to wear the item creatively when wearing the items without pushing or convincing customers.

Clothing retailers must carefully plan their visual merchandising for the fashion products they offer to draw in prospective customers. Previous studies have indicated that creating an attractive and comfortable store atmosphere could affect consumers' emotions and behaviour (Siddhibphongsa & Kim, 2016; Spies, Hesse & Loesch, 1997). Additionally, the environment of a shop may affect customers' purchasing choices and entice them to return with the motive of making another purchase (Sharma & Stafford, 2000). The shopping enjoyment is a valuable marketing tool for influencing consumers' perceptions of a particular brand and their purchase intentions.

Consumers' world is full of ambience. Consumers react differently to the sensations and visual cues around them, when entering a clothing store; they either focus on those messages or they disregard them. Each message made by a fashion retailer is created for a certain reason. However, by adopting the concept, consumers unintentionally come to their own conclusion that is communicated through a certain stimulus (for example, visual merchandising displays) to match with their individual desires, experiences, and biases (Cant et al., 2006).

Retailers of apparel must decide how customers will interpret their visual merchandising display. It is vital to realize how consumers are really interpreting and seeing the displays. Apparel retailers focus on consumers' expectations when designing their next visual merchandising displays (Hefer & Cant, 2013). Understanding visual merchandising tactics and how atmospherics are used in businesses is essential for luring customers in, evoking an emotional response, and ultimately encouraging purchases. Shopping delight is described as a consumer's personality feature that makes them more inclined than other customers to find shopping pleasant (Bellenger & Korgaonkar, 1980; Odekerken-Schröder, Wulf & Schumacher, 2003; Reynolds & Beatty, 1999).

Clothing retailers use visual marketing to distinguish their items from competitors and to raise the appeal of their goods. Retailers must identify elements that affect consumers' impulse buying urges and decisions to try to manage these key factors through effective marketing and retailing activities, according to Rook (1987), as customers often engage in impulsive buying, which is a key component of effective marketing strategies.

The clothing stores in Myanmar are on the rise. Significant numbers of local boutique houses and fashion houses launched their goods in Myanmar by targeting young people and professionals. As observed, visual merchandising plays a stronger and competitive role in Myanmar, especially in Yangon. Both global and local stores are clustered in the single zone using similar strategies such as elegant window displays, big signage of sales and promotion at the entrance, chic store design, etc. They also changed display and merchandise by season or festive theme to stimulate consumers to purchase again.

Therefore, the study is willing to analyze the effect of visual merchandising and enjoyment on consumer impulse buying behaviour of Next Generation Clothing Stores in Yangon.

1.2 Objectives of the Study

The objective of this study is to analyze the effect of visual merchandising and shopping enjoyment on consumer impulse buying behaviour of Next Generation Clothing Stores in Yangon. The objectives of the study are as follows:

1. To analyze the effect of visual merchandising factors on shopping enjoyment of Next Generation Clothing Stores in Yangon

2. To examine the effect of shopping enjoyment on consumer impulse buying behaviour of Next Generation Clothing Stores in Yangon

1.3 Scope and Method of Study

This study mainly focuses on the effect of visual merchandising on shopping enjoyment and its effect on consumer impulse buying behaviour of Next Generation clothing stores in Yangon. The variables used in this study were visual merchandising, shopping enjoyment and consumer impulse buying behaviour.

This study is conducted based on both primary data and secondary data. In this study, questionnaires were used to collect primary data as the research instrument which consists of question items that are answered by the customers. For the secondary data, relevant articles, previous research, journals, websites and reports were used.

There are twelve Next Generation clothing stores in Yangon such as Myanmar Plaza, Junction City, Gamone Pwint (San Yeik Nyein), Junction Square, Hledan Center, Taw Win Center, City Mall (St. John), Terminal-M, Junction 8, Ocean Supercenter (Hlaingtharyar), Capital HyperMarket (Tharkayta), and Makro Myanmar. The Raosoft's formula was applied to calculate the sample size and the systematic random sampling method used to conduct the survey. 267 customers who came to purchase the products to stores during the working time were asked with structured questionnaire. The survey was conducted during 19th August to 31st August 2022. 193 out of 267 customers responded the valid answer to analyze the primary data. The data were analyzed using descriptive statistics of frequencies and mean. Regression analysis was also used for this study.

1.4 Organization of the Study

This paper is organized into five chapters. Chapter one covers introduction, rationale of the study, objectives of the study, scope and method of study and

organization of the study. Chapter two reviews the relevant literature, theoretical background, previous research models and conceptual frameworks. Chapter three presents the profile and visual merchandising practices of Next Generation clothing stores in Yangon. Chapter four analyses the effect of visual merchandising on shopping enjoyment and consumer impulse buying behaviour of Next Generation clothing stores in Yangon. Finally, the major findings, implications, limitations, and suggestions for further studies are discussed in Chapter five.

CHAPTER 2

LITERATURE REVIEW

This chapter presents the literature review and theoretical background which are relevant to this study. It introduces the important issues and frameworks derived from the literature in the area of visual merchandising and consumer impulse buying behaviour. It also includes definitions and concepts such as visual merchandising, shopping enjoyment, consumer impulse buying behaviour by focusing on previous research in this area and presents reviewed literature relevant to this study.

2.1   Concept of Consumer Behaviour

Consumer behavior is the study of how people and groups choose, acquire, utilize, and discard goods, concepts, services, or experiences. Studying what customers purchase is just one aspect of consumer behavior. It makes an effort to comprehend how decision-making functions and the influences of customers' purchasing behavior (Solomon, 2004). Marketers study consumers' buying patterns to solve where they buy, what they buy and why they buy. But figuring out why people choose a certain product is difficult since the cause is deeply ingrained in the consumer's memory (Kardes et al., 2011; Kotler & Armstrong, 2009). Consumers may generally be categorized into two groups: individual consumers and organizational consumers. Individual shoppers attempt to meet their own needs and desires by making purchases for themselves or meeting the demands of others by making purchases on their behalf. These particular customers might be of various ages, backgrounds, and phases of life (Kardes et al., 2011)

Consumer behavior, according to Law et al. (1998), described as the study of people, individuals, or institutions and the methods they used to choose, acquire, utilize, and discard goods, experiences, ideas, or services to meet requirements, and the effects that these methods have on the customer and society. Consumer behavior refers to a person's overall views, preferences, intentions, and choices regarding how they will act in the marketplace while making a purchase of a good or service. The social sciences of anthropology, psychology, sociology, and economics are all important for understanding consumer behavior. It also invokes to the choices and actions made by those who acquire and consume items. Moreover, it is necessary to

understand why, where, when, how and how much consumers make the purchases that they make and what factors influence consumer purchases. The changing factors in society are also needed to consider. Consumer behaviour has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the consumers.

The field of consumer behaviour is rooted in a marketing strategy. The study of consumer behavior concentrates on how people, communities, and organizations acquire and discard of products, services, concepts, or actions to meet their wants and aspirations. As consumers frequently alter their minds and decisions, it perhaps difficult to understand their behavior. Unaware of their motivations, wants, needs, and preferences may make a major mistake.

Finally, consumer behavior describes the actions people take to acquire, consume, and dispose products. The fundamental basis for marketing thinking is that the consumer is a person who must be at the center of everything the firm does (Blythe, 2008). Therefore, to properly advertise their product, a marketer must have a solid understanding of consumer behavior. Consumer needs and wants became the firm's primary focus. The marketing concept is a term used to describe this customer-focused marketing approach. The customer's demands and consumer behavior, or how people choose to employ their given resources (time, money, and effort), are at the center of this concept. Consumer researchers also able to be concerned about how people dispose their previously purchased products.

2.2   Buying Behaviour

There is a choice dilemma that affects consumer purchasing behavior and has a certain conclusion (Taylor, 1974). Every decision carries a risk since the buyer cannot know the result until after the purchase. The customer's potential loss after a transaction might be seen as threat. The loss might be social, psychological, functional, or economic. By learning the products, the client may lower the risk associated with purchasing choices. The consumer may then learn about the potential outcomes prior to deciding a product. The knowledge may be obtained via word-of-mouth to lessen the danger that buyers perceive.

The consumer purchasing process can be expressed in numbers of ways and has been extensively researched (Frambach et al., 2007). Although earlier research has produced models with phases, the preceding three steps—information search

(cognitive), appraisal of the options identified (affective), and lastly the purchase transaction (behavioral) — are a common feature (Sakkthivel, 2010).

To explain this organic process, Churchill and Peter (1998), (Figure 2.1) proposed a model based on the general model of buyer choice process. Besides, the general model states that customers make non-impulse purchases after going through a five-step decision-making process that includes recognition, information search, alternative assessment, buy choice, and post-purchase evaluation. Peter and Churchill modified this model by include the matter that social, marketing, and situational factors also have an impact on how consumers make purchasing decisions.

The buyer first recognizes a need, which initiates the purchasing process. This acknowledged need may be provoked by both internal and external factors. Consumers will start looking for information as soon as a need is recognized. Consumers will digest the information at this stage and may go on to the purchase decision stage. The last stage is requisite for the business since a happy consumer could create loyalty for the place where he made the purchase. The transaction will restart since the customer requires a different product.

Figure 2.1: Consumer Buying Process
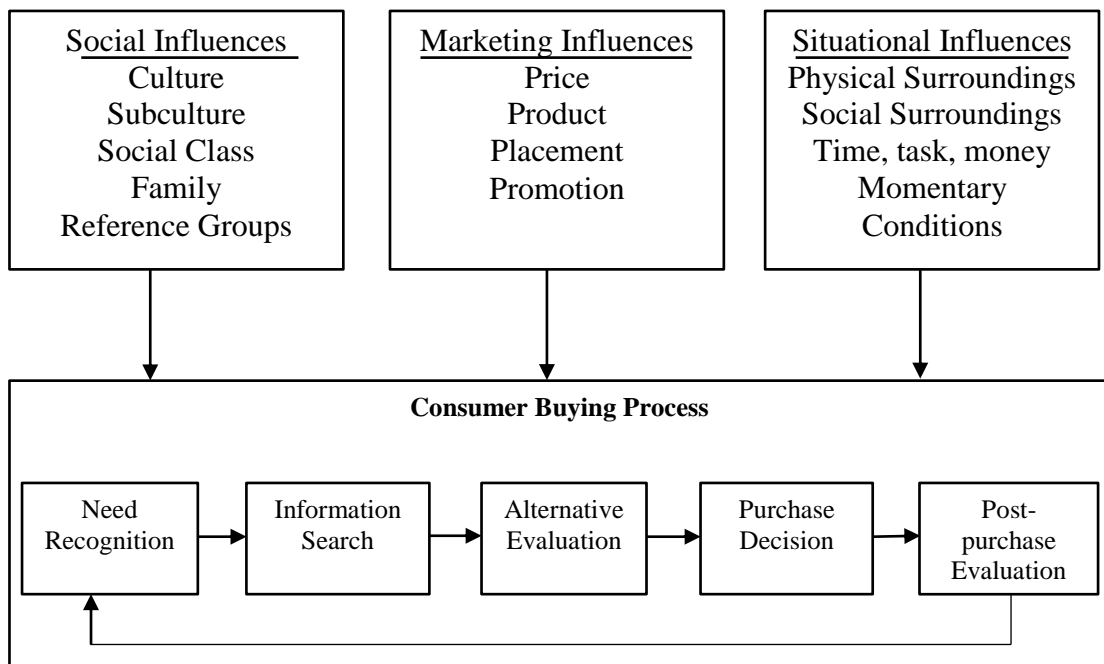
Source: Churchill and Peter (1998)

Social, commercial, and environmental factors all have an impact on this purchasing decision-making process. First, social variables include geographic effects and sociologic influences, such as culture, subculture, socioeconomic class, and

family, which have an impact on customer behavior via both signals and feedback. Referencing social influences once again, reference groups have an impact on customers' attitudes, sentiments, and behavior. Second, this is also influenced by marketing factors, generally known as the 4Ps (Product, Price, Place, and Promotion). The last kind of impact is situational influences, which are the conditions or features of the scenario that surround the shopping excursion. These include the physical environment, social environment, time, task, financial circumstances, and financial emotions.

In contrast to planned purchases, impulsive purchases are not the result of a search for knowledge to meet a specific need since the satisfaction may come from obviously shopping itself. Given the habit of impulsive purchases, various pre-purchase phases from the general model, including need identification, information search, alternative assessment, and reclassifying influencing variables, possibly be skipped or ignored. Consumers making impulsive purchases now starts with browsing, is followed by generating desire prior to making the purchase, and ends with the post-purchase stage. Additionally, they are now impacted more by internal and external elements than social, marketing, and situational effects. As a consequence, a modified version of (Figure 2.1) and a more suitable model for this research (Figure 2.2) may be created to represent the impulsive purchasing process. This proposed model was modified from Kalla and Arora's (2011) literature assessment on the relationship between work-related impulsive purchase (Jiyeon, 2003).

Figure 2.2: Impulse Buying Behaviour Process

Internal Factors/Cues:	External Factors/Cues:
Mood/Need/Desire	Visual Merchandising
Hedonic Pleasure	Window Display
Cognitive/Affective	In-store Form Display
Evaluation	Floor Merchandising
	Promotional Signage

Impulse Purchasing Process

Browsing (Product Awareness)	→	Create Desire	→	Purchase Decision	→	Post-purchase Evaluation
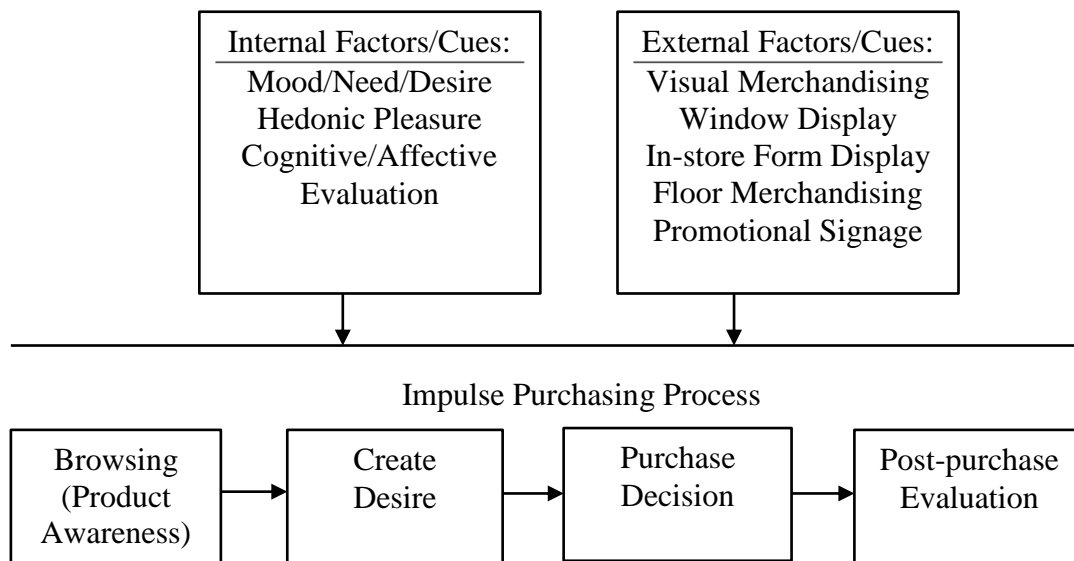
Source: Jiyeon (2003)

In contrast to Churchill and Peter's purchasing process model (Figure 2.1), browsing in the store to enhance awareness of the product is the first stage in the impulsive buying process. Impulse buyers come across stimuli while browsing that peak their interest and prompt to make impulsive purchases. By comparing with the generic model, impulse buyers might at this point feel to purchase the product without needing to research it or evaluate their alternatives. But like the general model, the post-purchase assessment phase will likewise take place after the product is acquired (Jiyeon, 2003). According to this modified model (Figure 2.2), the factors that influence consumers' urge to make impulsive purchases are both internal and external.

Consumers are impacted by both internal and external influences during this process, which results in their impulse buying behavior. Impulse shoppers have a desire for the items while browsing and being disclosed to stimuli. This desire may be sparked by an internal statement or emotion and external stimuli. Reason for this is that people who purchase on impulse don't set out to buy a specific product or go to a particular place. It perhaps to increase knowledge that may satisfy demands by offering information about new items, fashion trends, or coordination recommendations coupled with an attractive visual display of the goods.

The idea of impulse purchasing refers to spontaneous, unexpected, and careless purchases made because of the merits of products and services. Customers that engage in this purchasing behavior make decisions based more on emotion than logic. (Rook, 1987; Rook & Fisher, 1995). However, According to Mowen and Minor

(1998), an impulsive buy is an uncontrolled response that heightens customers' desires for possession and acquisition and promotes this behavior. Stern's (1962) study, in which purchasing behavior was divided into planned, unplanned, and impulsive categories, served as the foundation for the fundamental impulse buying paradigm. Since planned purchases need research and careful consideration, they take longer. Unplanned purchases, however, do not need for previous preparation. By making decisions quickly, impulse purchasing varies from unplanned purchase. There is a spontaneous, strong, and uncontrollable need to purchase anything while engaging in impulse buying behavior (Stern, 1962).

Without previous buying choices to buy certain things, Zeb (2016) claims that impulsive purchases are sudden and spontaneous. Impulsive purchases by consumers was place without any previous information search or alternative appraisal. However, Muruganantham and Bhakat (2013) created a framework for the behavior of impulsive purchases in which external cues were identified as having the most difficult effects on such behavior.

Kang (2013) distinguished between two categories for impulsive purchasing. The first category of purchasers decides without gathering information. Their purchasing behavior aimed to satisfy specific affective needs. The second kind of impulse buyers choose without first gathering any information. Even if they go through all the decision-making processes, their purchasing behavior is nonetheless impulsive. Retailers must comprehend customers' thoughts to maintain the competitive market, since impulsive buying has turned into a significant problem (Badgaiyan & Verma, 2014).

Compared with that, Stern (1962) contrasted impulsive purchasing by classifying it into four groups. First, a purchase is said to be pure impulsive buying if it cannot be classed as planned purchasing. Such impulsive buying is highly correlated with emotional elements. Second, the notion of impulsive purchase, which is that can only be met by buying a brand-new item once it is discovered. Thirdly, a good that encourages impulsive buying from the moment it is seen. Contrary to suggestion impulsive buying, reminding impulsive buying, the customer is aware of the goods, yet it is still seen as an impulse purchase. The paradoxical category of planned impulsive buying may be clarified by the evidence that it takes place when an impulsive buyer walks into a shop intending to buy a definite item, like clothing, but hasn't made up their minds about the precise item, brand, size, or price. At the point of

sale, the choice to buy is made. This last category could be viewed as the line separating planned purchases from impulsive ones.

2.3   Concept of Visual Merchandising and Shopping Enjoyment

According to Ebster and Garaus (2011), visual merchandising is "the art and science of presenting things in the most visually attractive manner," with special emphasis on client engagement via visual cues and displays. This word refers to "everything the consumer sees, both external and interior, that produces a good image of a firm and results in attention, interest, desire, and action on the part of the customer," according to Shoop et al., (1991).

Diamond (2003) emphasized the practice's intended use in their effort to find out the term "visual merchandising". The authors define it as the arrangement of a store's merchandise with the sake of attracting customers and convincing them to buy.

Products that virtually sell themselves might have their sales increased with the aid of an effective visual marketing. The fundamental goal of visual merchandising for retailers is to attract consumers to sell goods (Shoop et al., 1991). Accordingly, visual merchandising is concerned with how the brand and/or product are visually conveyed to the consumer and if this message is "appropriately" deciphered (Wanninayake & Randiwela, 2007).

An essential basic of a store's atmosphere is the visual merchandising. It helps merchants to draw consumers in and vitalize them to remain in the shop longer, assist them in identifying and choosing the goods they need, stimulate to make planned or impulsive purchases, and present a positive overall picture of the store (Shoop et al., 1991; Gajanayake, & Surangi, 2011).

Shopping delight is described as a buyer's attribute that makes them more likely to find shopping pleasurable and to do so more often (Goyal & Mittal, 2007). The pleasure one has when shopping is defined as shopping delight (Beatty & Ferrell, 1998). An increased degree of satisfaction when shopping has a bigger influence on spontaneous purchases (Saad & Metawie, 2015). Shopping enjoyment is also seen as a significant intrinsic component because it arises from shoppers' internal satisfaction of the shopping experience thereby their shopping activity (Bong, 2016).

2.4   Review on Previous Research Papers

Many researchers developed various research models to analyze the effect of visual merchandising on consumer impulse buying behaviour. Among them, three previous research are shown below.

Figure (2.3) was developed by (Tesfaye,2022). To study the effect of visual merchandising on consumer impulse buying behaviour, the study focused on six important factors of visual merchandising and the hypotheses are based on these i.e., store layout, window display, mannequin, promotional signage, pricing and lighting while impulse consumer buying behaviour represents a dependent variable. A structured questionnaire was created to gather responses from the 116 participants, which employed a simple random (probability) sampling approach. It can be illustrated in Figure (2.3).

Figure 2.3   Effect of Visual Merchandising on Consumer Impulse Buying Behaviour

Independent Variables   Dependent Variable

| Promotional Signage |
| Pricing |
| Window Display |
| Store Layout |
| Lighting |
| Mannequin |

Impulse Buying Behaviour
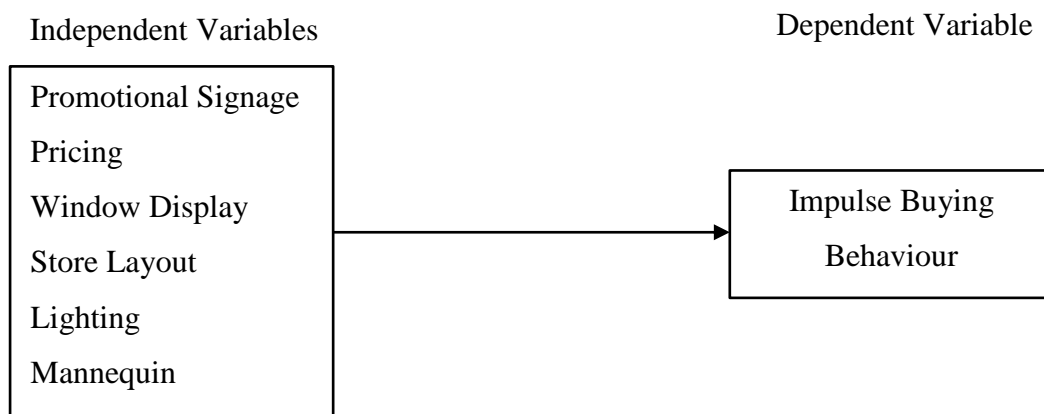
Source: Tesfaye (2022)

The study stated that the independent variable such as promotional signage, pricing, window displays, store layout, lighting and mannequin has a significant impact on the dependent variable (Impulse Buying).

Figure (2.4) formed the conceptual framework that investigates the effects of visual merchandising and price sensitivity on impulse purchase behavior. The objective of this study was to analyze the impact of price sensitivity and visual marketing on young Bangladeshi apparel shoppers' spontaneous buying habits. The questionnaire was completed by 305 young shoppers in Bangladesh. Shopping enjoyment served as a mediating factor in the framework that was focused on the

independent variables such as visual merchandising, price sensitivity, and impulse buy behavior. It is seen in Figure (2.4).

Figure 2.4   The Effects of Visual Merchandising and Price Sensitivity on Impulse Purchase Behaviour
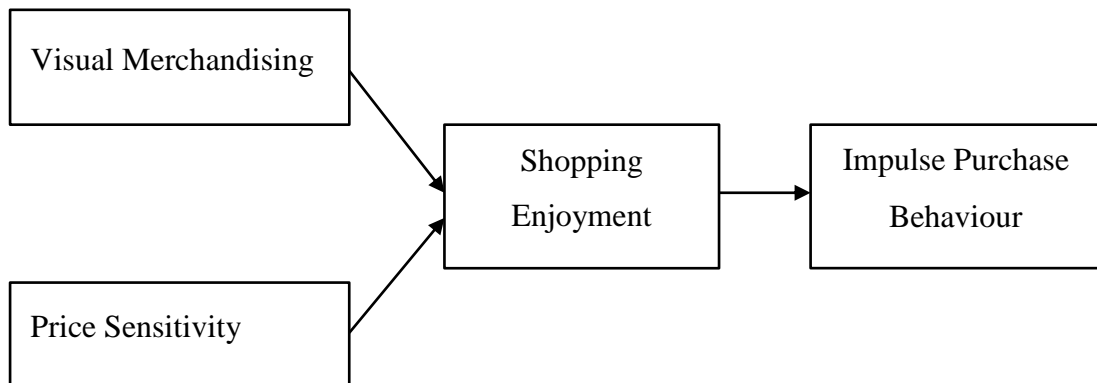
Source: Karim et al. (2020)

The study's findings demonstrated that while price sensitivity and visual merchandising has positively and significantly impact on both, shoppers' enjoyment of the shopping experience positively influenced their impulse purchase behavior. It was also revealed that shopping enjoyment acted as a mediator in the interaction between visual merchandising, price sensitivity, and impulse purchase behavior. The findings will help retailers better understand the nature of impulsive buying behavior and variables that can have a big impact on impulsive buying among customers.

Figure (2.5) was developed by Waseem and Sultana (2018). The study was studied to identify the relationship between young adult consumers' impulsive purchasing behavior and visual merchandising. Five visual merchandising practices display, store layout, lighting, promotional signage, and brand name were taken into account to analyze the impact. It can be shown in Figure (2.5).

Figure 2.5   The Role of Visual Merchandising in Impulse Buying Behaviour
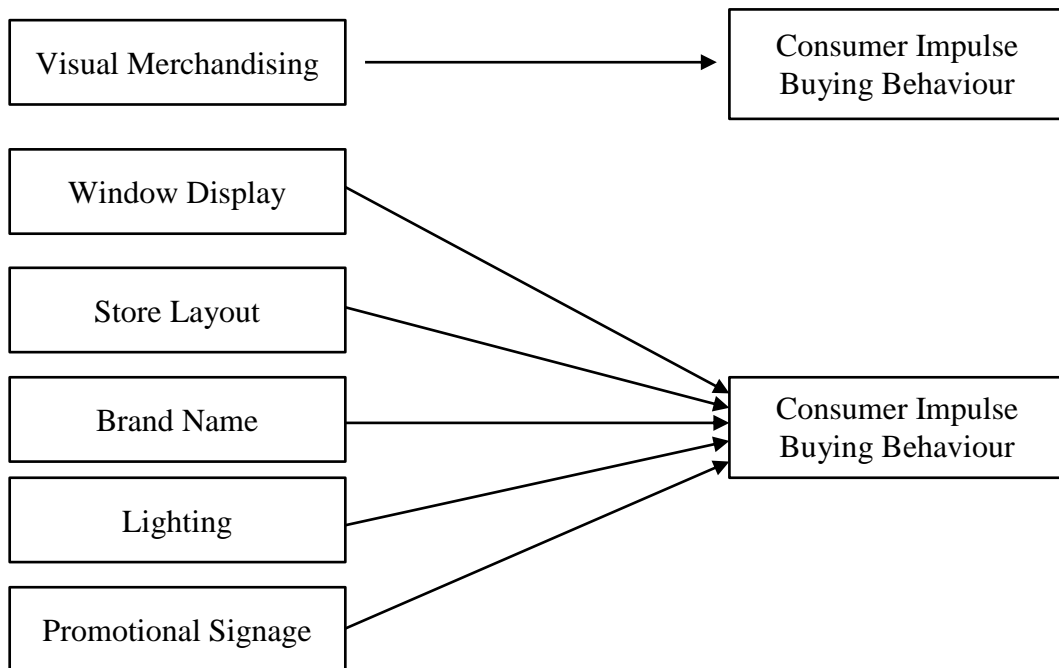
Source: Waseem and Sultana (2018)

The results demonstrated that young people' impulsive purchasing behavior is directly influenced by five visual merchandising factors, including window display, shop layout, lighting, advertising signs, and brand name. Research also showed that visual merchandising is now a vital component in luring clients and increasing sales.

Some researchers presented definitions for visual merchandising factors including window display, store layout, promotional signage, and store atmosphere (lighting, colours).

(a)   Window Display

The term "window display" defines to the imaginative practice of showcasing shop goods in the storefront. The trend in window displays is moving away from boring, ugly product exhibitions in shop windows to the new motto and from static forms of promotion. Retailers are becoming more aware of the significant of the window display as the customer's initial contact with the business and a chance to devise the most crucial first impression. The window display, a crucial visual merchandising technique and marketing tool, has a considerable impact on a customer's decision to visit a company. Any kind of visual product display at the storefront level that tries to draw attention and ultimately pull clients inside is defined as this tactic (Jiyeon, 2003).

The change in consumer choice, taste, usage patterns, and purchasing, the retail industry is experiencing enormous global trends, every store is trying to sustain and sell their products and hold "the strong strategic strengths of their marketing mix activities". Moreover, suggested that window display associating with consumer's purchasing attitude has the physical charisma and charm influences customer choice of store (Alireza & Hasti 2011).

(b)   Store Layout

The aim of in-store or interior displays is to arouse interest in the products and to encourage both planned and impulsive purchasing (Shoop et al., 1991). The prominence of having good, attractive displays can be crucial for retailers. The most crucial component of practically every retail company is its goods and products; but the method in which they are presented and exhibited may make a variation in the standard of a customer's shopping experience (Merugu & Vaddadi, 2017).

One particular type of display is the form display or the so-called mannequin display. This kind of display allows customers to visualize outfits and gives an idea about how it will look. Moreover, mannequins enhance the visual appeal of displayed products which is an important factor stimulating purchases (Kerfoot et al., 2003). Customers will be attracted to a sign within the three to eight seconds required to decide whether they are interested in a product on display (Ibid).

Product placement has been identified as in-store stimuli influencing impulse and unplanned buying (Abraham & Goodey, 1990). Stern (1962) quoted store displays as determinant of impulse buying. According to Spies' et.al (1997), good in-store layout enables customers to search the product that they need in a quick manner. Moreover, well organized store layout enhances the shopping by creating convenience for customers (Mohan, 2013).

According to Madhavi and Leelavati (2013), when a consumer enters a room, their eyes will first shift from the front left to the front right of the room, then from the front left to the rear right of the room. This means that care should be taken to arrange the rear left end of the room in an attractive manner to keep the customers interested. The arrival pattern of customers and desired service level affect the floor merchandising. Customers may browse for longer periods of time without feeling rushed, and they like the experience since the store is spacious and simple to reach from the outside (Singh et al ., 2014).

(c) Promotional Signage

To transmit product or promotional information to consumers with the aim of engaging and generating demand for the goods, promotional signage is outlined as "wording used either alone or in combination with in-store display" (Jiyeon, 2003). In-store signage, promotional signage included, provides information helping customers in their buying decisions. Effective promotion signage can help stores boost their sales and increase their revenues.

Authors in the literature acknowledge the importance and impacts of in-store advertisements and all types of promotion including promotion signage on unplanned purchases. In-store advertisements have a high impact on increasing the number of impulse buying. Consumers tend to make impulse purchases influenced mostly by in-store promotional stimuli (Asim & Saf, 2011).

Customers may get promotions or promotional material for educating them and generating demand for the goods. Low pricing, including price reduction, sales promotion, and discount, are directly impacted on customer purchasing decisions among the abundant factors that can cause an impulse purchase. Retailers use signage for marketing objectives; however, it was originally intended to offer fundamental information. Signage is seen as essential portion of the sales environment. In addition, low pricing, including price reductions, sales promotions, and discounts, are thought to be a direct impact on customers' purchasing choices when considering many factors that might trigger an impulsive purchase. (Stern, 1962; Asim & Saf, 2011).

(d) Store Atmosphere

Furthermore, store components such as lighting and colours are also considered as the visual merchandising techniques. For instance, several researchers have studied the psychological and physiological effects of colours. Another component is lighting. In clothing stores, choosing the suitable lighting should be carefully examined. There are various products that offer customers a wide range of options when purchasing. Lighting is concerned with setting the mood and improving the aesthetics of spaces. The right utilization of light is highly important for shopping environments. Light reflections and energy requirements should be well analyzed. Pegler (2006) advised that having good lighting is the straightforward and most cost-efficient way to draw attention and recognition. The crucial component of visual merchandising is color. The right choice of colors is important for grabbing

customers' attention. Colors have an emotional impact on humans. Hence, it is important to utilize the proper colors to have the desired effect on the customer.

2.5   Conceptual Framework of the Study

Based on previous research, there are many factors affecting consumers' impulse buying behaviour. The study is to identify the effect of visual merchandising and shopping enjoyment on consumer impulse buying behaviour of Next Generation clothing stores in Yangon. The conceptual framework is presented in Figure 2.6.

Figure 2.6 Conceptual Framework of the Study

Visual Merchandising

| Window Display Store Layout Promotional Signage Store Atmosphere (lighting, colours) | → | Shopping Enjoyment | → | Consumer Impulse Buying Behaviour |
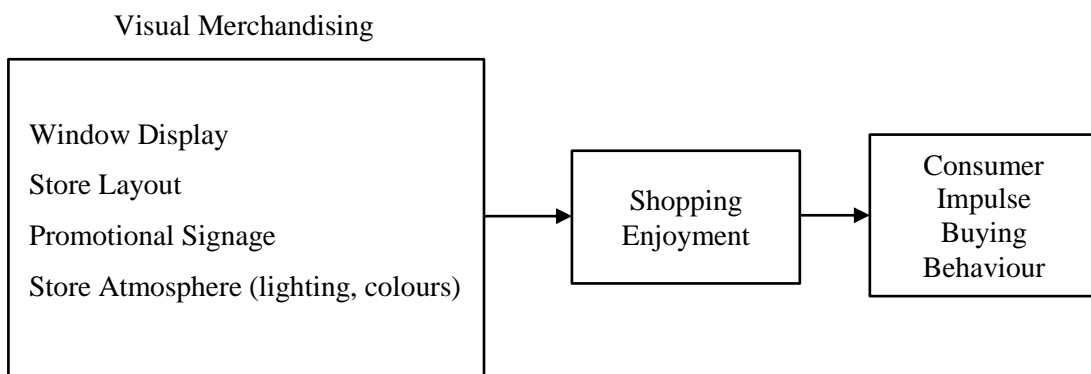
Source: Own Compilation

A conceptual framework was developed based on theories discussed above. According to the conceptual framework, independent and dependent variables are described. Visual merchandising dimensions such as window display, store layout, promotional signage, and store atmosphere (lighting, colours) are independent variables and shopping enjoyment is a dependent variable. Moreover, shopping enjoyment is an independent variable and consumer impulse buying behviour is a dependent variable. This study mainly explores the effects of visual merchandising factors on shopping enjoyment and consumer impulse buying behaviour.

Visual merchandising dimensions are adopted from both the conceptual framework of (Tesfaye, 2022; Waseem & Sultana, 2018). As for the relationship between visual merchandising and shopping enjoyment, the relationship between shopping enjoyment and consumer impulse buying behaviour are adopted from the conceptual framework of (Karim et al., 2020).

CHAPTER 3

PROFILE AND VISUAL MERCHANDISING PRACTICES OF NEXT GENERATION CLOTHING STORES IN YANGON

This chapter consists of the profile and visual merchandising practices of Next Generation Clothing Stores in Yangon. Visual merchandising practices of Next Generation Clothing Stores: window display, store layout, promotional signage, store atmosphere (lighting, colours) are also demonstrated in this chapter to demonstrate the company profile more completely. Moreover, the profile of respondents is described in the last part of the chapter.

3.1   Profile of Next Generation Clothing Stores

Myanmar's fashion industry has grown quickly in current years with a broader fashion sense and international brands entering the market. International brands are gradually entering Myanmar and the movements in terms of store expansion are aggressive.

Generation Concept Store is a leading fashion brand in Myanmar with flagship stores in many big cities across the nation. It was founded in 2010 by offering a large selection of fashion brands for different styles and occasions. The mission is to provide high quality, fashionable apparel to customers in Myanmar. Generation Concept Store brands included Next Generation, Kids Generation, Yoo Club, Yoo Athlete, Runway, Caza, Lara, and Kery Zone. Generation Concept Store has branches in many major cities in Myanmar, including Yangon, Mandalay, and Nay Pyi Taw. Each store offers numerous fashion brands. Shoppers expect to find high quality apparel and accessories at each location.

Next Generation clothing stores offer men and women's clothing. The product strategy of the stores is providing high quality clothing that follows the latest fashion. The target group for Next Generation clothing stores is for younger people. The target market consists of stylish and trendy consumers who enjoy socializing while shopping and who want to keep up with the latest fashions without spending money.

Next Generation clothing stores develop a multichannel promotion strategy including advertising, sales promotion and internet promotion that help the clothing

brand's exposure nationwide. Moreover, the stores entice customers by promoting brand awareness by showing low prices on the clothing while marketing them. In addition, Next Generation establishes a reliable bond between customers and the company by owning branches in different geographical places in Myanmar. Moreover, Next Generation clothing stores sell their stylish clothes at a low price to broad markets, where the price is determined the market price of a certain niche. Next Generation clothing stores always emphasize the needs and provide them with fashionable items that are trending at that period.

Next Generation takes pride in its commitment to customer satisfaction and has a team of skilled and talented designers who work closely with customers to create unique and fashionable pieces that meet their individual needs and preferences. The stores also host a various events and promotions which conduct all year long, such as fashion shows, art exhibitions, and charity events. Overall, Generation Concept Store is a well-known brand in Myanmar that is committed to offering high quality products, outstanding customer service, and a strong focus on sustainability.

3.2   Visual Merchandising of Next Generation Clothing Stores

Visual merchandising is being mostly used in Next Generation clothing stores. Due to intense competition and social factors, visual merchandising is being more used than before, as a marketing tool to entice customers aiming to boost revenues. Next Generation clothing stores have a great strategic visual merchandising in their branches in Myanmar by using different store design and style of display. As observed, visual merchandising plays a stronger and competitive role in Myanmar, especially in Yangon. Next Generation clothing stores are clustering in one zone using similar strategies such as elegant window displays, big signage of sales and promotion at the store entrance, chic store design, etc.

3.2.1   Window Display of Next Generation Clothing Stores

In Myanmar, Next Generation clothing stores can be set up in the heart of the city, with big several displayed windows. The window display is a crucial means of communication channel in Next Generation clothing stores. The layout of the front entrance has a big window display that changes every year to keep up with fast fashion the demand for new current trends. The window displays in Next Generation clothing stores are carefully designed to highlight their latest collections and highlight

the distinctive features of brand. The professional visual merchandisers collaborate closely with designers and brand managers to generate creative and compelling window displays that showcase the style and aesthetic of brand.

The window display in Next Generation focuses on a young target market with an interest into upcoming trends. The advertising campaigns are designed to clearly show the seasons design and price of the clothing pictured. By displaying differently sized models and styles, the stores connect with their customers by featuring diverse looks, styles, and cultural backgrounds. The stores also change window display by session or festive theme to stimulate customers to purchase more, for instance, putting a sign "A must have item" on a section of "new arrival" or "exclusive item".

3.2.2 Store Layout of Next Generation Clothing Stores

In terms of in-store layout, Next Generation clothing stores typically have a layout that is designed to encourage customers to browse the entire store. The layouts are designed to display their products in an attractive and organized manner, making it easy for customers to browse and shop. The stores also use the grouping of similar items all together, such as all dresses in same area and all jeans in another. Customers can more easily locate what they're seeking for and help to develop a more organized and cohesive shopping experience.

Additionally, Next Generation clothing stores often have a separate section for special collections or collaborations which are designed to be easy to navigate and to showcase Next Generation's clothing in an attractive and inviting way. The layout also includes different areas for several types of clothing, such as separate sections for men's and women's clothing. The stores also have dedicated areas for different brands, such as Kids Generation, and Yoo Club, to make it easier for customers to find what they seek for. The stores also prioritize customer comfort and convenience, so stores have comfortable seating areas and ample space to try on and shop for products. The store layouts in Next Generation clothing stores are carefully planned and designed to anticipate the best shopping experience possible for their customers.

3.2.3 Promotional Signage of Next Generation Clothing Stores

Next Generation clothing stores use promotional signage to advertise sales, new arrivals, and special offers. This includes banners, posters, and displays featuring images and text to capture the attention of customers and encourages them to shop at

the store. The stores often use appealing phrases and eye-catching graphics to make its promotional signage stand out and appeal to its target audience.

In addition, Next Generation clothing stores provide promotions such as discounts on certain items, and special sales events. Next Generation clothing stores use various promotional schemes such as buy 1 get 1 free, 999 price or which is also related with Bata pricing. Moreover, Next Generation clothing stores use seasonal and discount schemes and off-season sales in festival seasons beneficial to prompt to buy.

3.2.4   Store Atmosphere of Next Generation Clothing Stores

Clothing in Next Generation clothing stores is arranged by color as it makes browsing for the customer easier, and maintenance for the assistant more efficient. Furthermore, the clothing stores utilize color coordination which makes customers can easily combine two items in case customers want to piece together a whole outfit. customers are automatically drawn to complementary pieces by the stores' color schemes. Next Generation clothing stores use only quality wooden hangars to add on the elegance factor.

Next Generation clothing stores provide a welcoming and stylish store atmosphere in all of branches in Myanmar using appropriate lighting. The lighting is essential for creating an inviting and comfortable shopping experience for their customers. The stores are designed with a mixed of natural and artificial lighting to make a warm and welcoming atmosphere that enhances the overall shopping experience. To facilitate customers' ability to browse and acquire, stores also conscious of the lighting's colour temperature to make sure that it complements the clothing and products on display.

3.3   Profile of Respondents

In this study, 193 respondents who visited branches of Next Generation clothing stores in Yangon answered the questionnaire and obtained data analysis. In this section, profiles of respondents included demographic factors of which are gender, marital status, age, education level, occupation, and income level.

Table (3.1)   Demographic Profiles of the Respondents

Demographic Factors		No. of Respondents	Percentage
Total		**193**	**100.00**
Gender	Male	55	28.50
	Female	138	71.50
Marital Status	Single	126	65.30
	Married	67	34.70
Age (Years)	20 and below	7	3.60
	20 - 30	93	48.20
	30 - 40	62	32.20
	40 - 50	30	15.50
	50 and above	1	0.50
Education	High School	7	3.60
	Undergraduate	23	11.90
	Graduate	106	54.90
	Postgraduate	57	29.60
Occupation	Private Business Owner	29	15.10
	Private Staff	74	38.30
	Government Staff	35	18.10
	Student	43	22.30
	Dependent Workers	12	6.20
Income Level (Kyats)	Less than 100,000	18	9.30
	100,000 - 200,000	38	19.70
	200,000 - 300,000	26	13.50
	300,000 - 400,000	42	21.70
	400,000 - 500,000	16	8.30
	Above 500,000	53	27.50

Source: Survey Data 2022

Table (3.1) indicates that 71.50 percent are female, and 28.50 percent are male. The majority are single with 65.30 percent and 34.70 percent are married. The most age groups among respondents are between 20 to 30 years old with 48.20 percent, followed by 30 to 40 years old with 32.20 percent and 40 to 50 years old with 15.50 percent, below 20 years old with 3.60 percent and above 50 years old with 0.50

percent respectively. This result means that the age range between 20 years and 30 years is the largest proportion of respondents.

According to Table (3.1), majority of the respondents are graduates with 54.90 percent, followed by 29.60 percent are postgraduates, 11.9 percent are undergraduate, and 3.60 percent are high school. Respondents who achieved a Bachelor degree are more interested in purchasing at clothing stores.

In terms of occupation, the respondents are private staff with 38.30 percent of the total respondents. The second largest group is student which accounts for 22.30 percent of the total respondents. And, 18.10 percent are government staff, 15.10 percent are private business owner and 6.20 percent are dependent workers respectively. It can be inferred that private staff are buying at clothing stores more than other groups of respondents.

According to the data, 27.50 percent of respondents are earning above 500,000 kyats. The second largest are the groups who are earning from 300,000 – 400,000 kyats with 21.70 percent. Earning between 100,000 - 200,000 kyats with 19.70 percent, earning 200,000 - 300,000 kyats with 13.50 percent, earning less than 100,000 kyats with 9.30 percent and earning 400,000 - 500,000 kyats with 8.30 percent respectively. It can be denoted that respondents who are earning above 500,000 kyats are more interested in purchasing clothes at stores.

3.4 Buying Behaviour of Respondents

In this section, buying behavior of respondents at Next Generation clothing stores in accordance with spending amount and usage are shown in Table (3.2).

Table (3.2)   Buying Behaviour of Respondents

Behaviour Factors		No. of Respondents	Percentage
Total		**193**	**100.00**
Spending Amount (Kyats)	Less than 10,000	49	25.40
	10,000 - 20,000	37	19.20
	20,000 - 30,000	57	29.50
	Greater than 30,000	50	25.90
Visit Time	Two times a month	21	10.90
	Once a month	59	30.60
	Once in two months	11	5.70
	Once in three months	102	52.80

Source: Survey Data 2022

Observing the spending amount of respondents, there are 49 respondents which are 25.40 percent are willing to consume less than 10,000 kyats, the group of spending amount ranges between 10,000 kyats and 20,000 kyats are 37 respondents with 19.20 percent, ranges between 20,000 kyats and 30,000 kyats are 50 respondents with 29.50 percent while the other respondents are spending more than 30,000 kyats, which is 25.90 percent. It can be said that most respondents are willing to spend the range between 20,000 kyats and 30,000 kyats as shown in Table (3.2).

According to the data, 52.80 percent of the respondents visited once in three months which represents the majority in this study, 10.90 percent visited two times a month, 30.60 percent visited once a month and 5.70 percent visited once in two months respectively.

3.5   Reliability Test

The reliability of the visual merchandising factors questionnaire is measured by Cronbach's alpha. The results of the reliability test are shown in the following Table (3.3).

Table (3.3) Reliability Test

Sr. No.	Factors	No. of Items	Cronbach's Alpha
1	Window Display	7	0.917
2	Store Layout	7	0.908
3	Promotional Signage	6	0.897
4	Store Atmosphere (Lighting, colors)	5	0.866
5	Shopping Enjoyment	6	0.838
6	Consumer Impulse Buying Behavior	6	0.758

Source: Survey Data 2022

Joesph and Rosemary (2003) claimed that Cronbach's alpha is a test reliability method that only uses a single test administration to produce a specific estimate of the reliability for a particular test. Nunnaly (1978) alpha scores greater than or equal to 0.7 are considered to denote acceptable and adequate internal consistency. Therefore, Table (3.3) showed the Cronbach's alpha of the independent variables (window display, store layout, promotional signage, store atmosphere) and dependent variables (shopping enjoyment and consumer impulse buying behavior) are greater than 0.7 which mean also all the items are well established with acceptable level of reliability.

3.6 Visual Merchandising Practices of Next Generation Clothing Stores in Yangon

To analyze the effect of the visual merchandising factors on consumer impulse buying behavior of Next Generation clothing stores in Yangon, descriptive and multiple linear regression analysis are presented. Visual merchandising factors are measured by using the following five-points Likert scales ranging from 1 to 5. Hence, the mean scores can range from 1 to 5 which are 1= Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree.

According to Best (1970), the mean value of five-point Likert scale has a value range from 1 to 5 interpreted as Strongly Disagree (1.00~1.80), Disagree (1.81~2.61), Neutral (2.62~3.41), Agree (3.42~4.21) and Strongly Agree (4.22~5.00).

3.6.1 Perception of Respondents on Window Display

The question items in this section are used to analyze the perception of respondents on window displays of Next Generation clothing stores in Yangon. Table

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(3.4) explains respondents' perception on window displays of Next Generation clothing stores in Yangon.

Table (3.4) Window Display

Sr. No.	Window Display	Mean	Std Deviation
1	The window display of the Next Generation clothing stores draws attention	4.00	0.95
2	Entering the store when attracted by the neatness of the window display	3.82	0.78
3	Being compelled to enter the shop depending on the window display design	4.05	0.92
4	Being attracted by the clear visibility of the window display	4.15	0.84
5	Being compelled by the posters and signs in the window display	3.90	0.76
6	Choosing which store to shop in depending on eye-catching window displays	4.07	0.82
7	Communicating the image of the store	4.12	0.88
	Overall	**4.01**	

Source: Survey Data 2022

As shown in Table (3.4), the overall mean value of window display is 4.01 which is the agreed level. This can be said that the window display is effectively showcasing the products or themes being promoted and is able to effectively draw the interest of customers in Next Generation clothing stores. "Being attracted by the clear visibility of the window display" has the maximum mean value of 4.15. The minimum mean value of 3.82 is found at "Entering the store when attracted by the neatness of the window display". It signifies that consumers are more willing to be drawn in the stores when they could clearly see the items on display in the window, rather than when the window was simply neat and organized.

3.6.2 Perception of Respondents on Store Layout

In this section, store layout is analyzed to understand whether store layout is influencing perception of customers of Next Generation clothing stores. Table (3.5)

explains the perception of respondents on store layout at Next Generation clothing stores in Yangon.

Table (3.5) Store Layout

Sr. No.	Store Layout	Mean	Std Deviation
1	Making it easy to find desired products	4.12	0.74
2	Relying on store displays when making a decision to purchase clothing	4.11	0.80
3	Displaying on the mannequin triggers the idea to buy the clothing	3.89	0.84
4	Buying it when seeing clothing that like in-store form/ mannequin display	3.98	0.79
5	Purchasing products displayed in eye-catching displays while browsing the store	3.98	0.78
6	Buying it when seeing clothing that features a new design or style on display	3.98	0.79
7	Walking towards and buying products displayed in visually attractive displays while browsing the store	3.90	0.79
	Overall	**4.00**	

Source: Survey Data 2022

As shown in Table (3.5), the overall mean value of store layout of Next Generation Clothing Stores in Yangon is 4.00 which is the agreed level. This result indicates that a good store layout in Next Generation clothing stores encourages the customers to move, in a comfortable and free flow space, to look around the stores. The maximum mean value of 4.12 is found at "Making it easy to find desired products". Meanwhile the minimum mean value of 3.98 is found at "Displaying on the mannequin triggers the idea to buy the clothing". It means when the customers can easily acquire the products they need, they are seemly to complete their purchases and even be presumably return to the store.

3.6.3 Perception of Respondents on Promotional Signage

Promotional Signage is measured with six items. Table (3.6) indicates the respondents' perception on promotional signage.

Table (3.6) Promotional Signage

Sr. No.	Promotional Signage	Mean	Std Deviation
1	Purchasing products from special offers communicated by in-store advertising and promotion signage	3.94	0.94
2	Being likely to buy an unintended product that is on sale	3.86	0.56
3	Stopping and browsing products with promotional offers	3.78	0.55
4	Enticing to browse products	4.02	0.86
5	Buying it when seeing an interesting promotional offer (reduced price, sales promotion, etc.) on in-store signs	4.10	0.85
6	Making unplanned purchases if a product is on sale	4.05	0.55
	Overall	**3.96**	

Source: Survey Data 2022

According to Table (3.6), the overall mean value of promotional signage of Next Generation Clothing Stores in Yangon is 3.96, the agreed level. It indicates that Next Generation clothing stores maintains the standard of their promotional signage to maintain customer satisfaction. This can also be seen that "Buying it when seeing an interesting promotional offer (reduced price, sales promotion, etc.) on in-store signs" has the highest mean value of 4.10 which means focusing on promoting interesting promotional offers through in-store signs helps to rise customer purchasing behavior and boost sales for the stores. And "Stopping and browsing products with promotional offers" has the minimum mean value of 3.78 which means the promotional offers are unrelated to the wants or interests of consumers, leading them to skip and not stop and browse.

3.6.4   Perception of Respondents on Store Atmosphere

With respect to visual merchandising, five items are used to measure the store atmosphere of Next Generation clothing stores in Yangon. Table (3.7) indicates the respondent's perception of the store atmosphere.

Table (3.7) Store Atmosphere

Sr. No.	Store Atmosphere (lighting, colours)	Mean	Std Deviation
1	Feeling compelled with decorative lighting in the store	3.98	0.77
2	Entering the store because of spot lighting and graphics	3.81	0.70
3	Walking into the store because of the colour coordination of stores	3.95	0.75
4	Placing product items according to different colour combinations takes intention immediately and allows to find clothing items more easily	4.17	0.79
5	Using lights in different brightness to decorate the store would attract the items which are clearly seen and swing the mood towards buying	3.98	0.73
	Overall	**3.98**	

Source: Survey Data 2022

As shown in Table (3.7), the overall mean value for store atmosphere is 3.98 which is the agreed level. This can be found that better and colorful lighted products push customers to obtain and promote purchasing. The highest mean value of 4.17 is found at "Placing product items according to different colour combinations takes intention immediately and allows to find clothing items more easily". The minimum mean value of 3.81 is found at "Entering the store because of spot lighting and graphics". It means customers are more attracted to products when the stores are organized and presented visually appealingly than those focused on attracting customers through lighting and graphics.

3.7 Overall Mean Value of Visual Merchandising Practices

The overall mean value and standard deviation of the visual merchandising are shown in the following Table (3.8).

Table (3.8) Overall Mean Value of Visual Merchandising Practices

Visual Merchandising Factors	Mean	Std. Deviation
Window Display	4.01	0.67
Store Layout	4.00	0.63
Promotional Signage	3.96	0.76
Store Atmosphere (lighting, colours)	3.98	0.62

Source: Survey Data 2022

According to Table (3.8), the mean value of window display factor is the highest value. Most users are attracted by the window display of Next Generation clothing stores in Yangon. Mean value of store layout is the second highest value. In this finding, the mean value of store atmosphere (lighting, colours) is the third position and that of promotional signage is the lowest value. All overall mean scores are at an agreed level. Therefore, the respondents are agreed with the visual merchandising practices provided by Next Generation clothing stores.

CHAPTER 4

EFFECT OF VISUAL MERCHANDISING ON SHOPPING ENJOYMENT AND CONSUMER IMPULSE BUYING BEHAVIOR OF NEXT GENERATION CLOTHING STORES IN YANGON

This chapter mainly emphasizes the effect of visual merchandising provided by Next Generation clothing stores in Yangon. The questionnaire for visual merchandising is set by five-point Likert scale to analyze the effect of visual merchandising in terms of shopping enjoyment and consumer impulse buying behavior of Next Generation clothing stores in Yangon. This section has six questions that measure shopping enjoyment. The last section consists of six questions to know about consumer impulse buying behavior.

4.1   Shopping Enjoyment

Shopping enjoyment of the respondents is shown in Table (4.1) and there are six questions to analyze the mean values.

Table (4.1) Shopping Enjoyment

Sr. No.	Shopping Enjoyment	Mean	Std Deviation
1	Being able to like to visit clothing stores	3.97	0.74
2	Shopping is relaxing	4.05	0.69
3	Shopping for clothes puts in a good mood	3.92	0.76
4	Enjoying spending time browsing for clothes	3.94	0.74
5	Buying continuously from this store	3.91	0.61
6	Enjoying the shopping experience at this store	3.99	0.66
	Overall	**3.97**	

Source: Survey Data 2022

According to Table (4.1), the overall mean value of shopping enjoyment is 3.97, the agreed level. This indicates that the respondents have a favorable attitude on Next Generation clothing stores in Yangon and the feeling of enjoyment to buy in store. Among them, the maximum mean value of 4.05 is found at "Shopping is relaxing" while the minimum mean value of 3.91 is found at "Buying continuously

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from this store". The result can be found that customers of Next Generation clothing stores enjoy the pleasant shopping experience at Next Generation clothing stores in Yangon.

4.2 Consumer Impulse Buying Behavior

Consumer impulse buying behavior of the respondents is shown in Table (4.2) and there are six questions to analyze the mean values.

Table (4.2) Consumer Impulse Buying Behavior

Sr. No.	Consumer Impulse Buying Behavior	Mean	Std Deviation
1	Buying things spontaneously	4.12	0.57
2	Having felt like buying things on the spur of the moment	4.15	0.58
3	Buying things according to how the feeling at the moment	4.22	0.61
4	Buying things without thinking	4.15	0.59
5	Feeling a sense of excitement when making an impulse purchase	4.22	0.71
6	Having a practice on unplanned buying from shops	4.09	0.70
	Overall	**4.16**	

Source: Survey Data 2022

As shown in Table (4.2), the overall mean value of consumer impulse buying behavior 4.16 which is the agreed level. It is showed that the respondents have a favorable view on Next Generation clothing stores in Yangon and they have the impulse intention to purchase at Next Generation clothing stores in Yangon again. In this study, the highest mean value of 4.22 is found at "Buying things according to how the feeling at the moment" and "Feeling a sense of excitement when making an impulse purchase". The minimum mean value of 4.09 is found at "Having a practice on unplanned buying from shops". This can conclude that the excitement of making an impulse purchase in a Next Generation clothing stores is a motivator for customers to make impulse purchase.

4.3   The Effect of Visual Merchandising on Shopping Enjoyment

This analysis is adopted to analyze the effect of four independent variables which include window display, store layout, promotional signage, store atmosphere, and a dependent variable which is shopping enjoyment. Multiple regression analysis can be successfully conducted as all constructs are measured by the Likert scale. The effect of visual merchandising on shopping enjoyment is shown in Table (4.3).

Table (4.3) The Effect of Visual Merchandising on Shopping Enjoyment

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.617	0.297		8.809	0.001
window display	-0.076	0.067	-0.100	-1.128	0.261
store layout	0.203**	0.072	0.249	2.811	0.005
promotional signage	0.266***	0.058	0.395	4.560	0.001
store atmosphere	-0.053	0.072	-0.064	-0.733	0.465
R	0.583				
R Square	0.340				
Adjusted R Square	0.326				
F	24.147***				

*** significant at 1%, ** significant at 5%, * significant at 10%
Source: Survey Data 2022

As show in Table (4.3), since the value of the adjusted R square is 0.326, this model can explain 32.6% of the variation of shopping enjoyment, which is predicted by the measures of visual merchandising factors namely, window display, store layout, promotional signage, store atmosphere. Since F-value, the overall significance is highly significant at 1% level, it is said to be valid. This means that there is a relationship between the dependent variable (shopping enjoyment) and the four independent variables (visual merchandising factors).

From multiple linear regression analysis, the coefficient of promotional signage is significant at 1 percent level, and store layout at 5 percent level. By the Table (4.3), promotional signage has a significantly positive effect on shopping enjoyment at 1 percent level. A unit increase in promotional signage results in 0.266

units increase in shopping enjoyment. The promotional signage provided by Next Generation clothing stores for the customers creates shopping enjoyment.

In addition, store layout also has a significantly and positively effect on shopping enjoyment at 5 percent level. A unit increase in store layout results in 0.203 units increase in shopping enjoyment of Next Generation clothing stores. Next Generation clothing stores provide a good store layout to the customers.

The p-values of the remaining visual merchandising factors (window display and store atmosphere) are greater than 0.05, they are not making a significant unique contribution to the prediction of the dependent variable, i.e., there is no significant directional relationship between those factors and shopping enjoyment.

Therefore, this can be said that visual merchandising factors such as store layout and promotional signage have significant and positive effects on shopping enjoyment. The effect of window display and store atmosphere (lighting, colours) are not significant on shopping enjoyment.

To conclude that, promotional signage that use in Next Generation clothing can help to devise a sense of excitement and anticipation, encouraging customers to encourage a purchase. In addition, a well-designed store layout provided by Next Generation clothing stores can make it simple to get what they search for and to navigate the store. It can also produce a feeling of flow and movement inside the store, encouraging customers to explore and spend more time shopping. Therefore, Next Generation clothing stores provide effective promotional signage and store layout for customers which are the largest contributors for shopping enjoyment of Next Generation clothing stores in Yangon.

4.4 The Effect of Shopping Enjoyment on Consumer Impulse Buying Behaviour

To measure the effect of shopping enjoyment on consumer impulse buying behaviour of Next Generation clothing stores in Yangon, the simple linear regression analysis was used. In analyzing the effect of shopping enjoyment on consumer impulse buying behaviour, shopping enjoyment was used as independent variable and consumer impulse buying behaviour was used as dependent variable. The results of the regression analysis are shown in Table (4.4).

Table (4.4) The Effect of Shopping Enjoyment on Consumer Impulse Buying Behavior

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.403	0.282		4.984	0.000
Shopping Enjoyment	0.534***	0.075	0.459	7.146	0.000
R	0.459				
R Square	0.211				
Adjusted R Square	0.207				
F	51.069***				

*** significant at 1%, ** significant at 5%, * significant at 10%
Source: Survey Data 2022

According to Table (4.4), the R-square value in this study is 0.211. It means that 21.1% of the variation of consumer impulse buying behaviour could be described by the variation of shopping enjoyment. The simple linear regression analysis is statistically significant at 1% level as the calculated F-value was 51.069 with p-value = 0.000 < 0.01.

The effect of shopping enjoyment on consumer impulse buying behaviour of Next Generation clothing stores in Yangon is positively significant at 1% level as p-value 0.000 < 0.01 and the coefficient of shopping enjoyment is 0.534. It shows there is a strong positive correlation between shopping enjoyment and consumer impulse buying behaviour. This means the more people enjoy shopping, the more they are likely to make impulsive purchases. This is because they are pleasant and more preferable to indulge in a spur of the moment purchase or because they feel more confident and comfortable making decisions while they are having a good time at Next Generation clothing stores.

Therefore, Next Generation clothing stores provide positive shopping environments that are designed to be enjoyable for customers which can result in impulse buying behviour.

CHAPTER 5

CONCLUSION

This chapter consists of findings from analysis of the results and their discussions, suggestions and recommendations of findings from the effect of visual merchandising on shopping enjoyment and consumer impulse buying behavior of Next Generation clothing stores in Yangon, scope limitation of this study and the need for further investigation on this study.

5.1   Findings and Discussion

This study emphasizes the effect of visual merchandising factors on shopping enjoyment and consumer impulse buying behavior. This study explores the visual merchandising factors, which are window display, store layout, promotional signage, store atmosphere (lighting, colours). For the second objective, it also examines shopping enjoyment and consumer impulse buying behavior.

According to the profile of respondents, it is found that females are the most group in this sample and most of the respondents are single. Most respondents are between twenty to thirty years old. Most respondents are educated people with the majority having the education level of a Graduate Degree. The majority of respondents are private staff, and most respondents earn above five hundred thousand Kyats. Despite most respondents being young adults, the monthly income level is high. Most respondents spent between twenty thousand and thirty thousand Kyats in Next Generation clothing stores, and they mostly buy clothing once in three months.

Concerning window display, respondents are attracted by the clear visibility of the window display which has the highest mean value. The lowest mean value is found when the respondents are entering the store when they are attracted by the neatness of the window display. The results entail that the consumers are likely to make impulse purchases, when they see an eye-catching window display.

Regarding store layout, respondents are likely to purchase at the stores, which make them to find desired products easily and has the highest mean value. When the clothes are displayed on the mannequin triggers the idea to buy the clothing has the lowest mean value. Many respondents prefer to purchase the clothings that are on

display at the store after browsing the store layout displays. Most respondents believe that people are likelihood to purchase apparel when they see it displayed on mannequins and feature a fresh style or design. It was found that consumers can more readily access products and information with a good layout than they can with a poor one. Along with enhancing the speed and enjoyment of shopping, a good layout also develops and increases positive affect by reducing perceived shopping stress and invoking positive affect.

According to promotional signage, the highest mean value is found when the respondents buy it when they see an interesting promotional offer (reduced price, sales promotion, etc.) on in-store signs and the lowest mean value is found when they stop browsing products with promotional offers. Most respondents, especially women, have claimed that promotions and discounts affect unplanned buying behavior.

For store atmosphere (lighting, colours), it is also observed that placing product items according to different colour combinations takes respondents' intention immediately and allows them to find clothing items more easily has the highest mean value. In addition, entering the store because of spot lighting and graphics has the lowest mean value. The respondents also showed their preference for stores where there have many striking signs in different colors. Atmospherics of the ambient lighting significantly influences pleasure.

According to the overall mean values result of visual merchandising factors, the mean value of window display is the highest. Mean value of store layout is the second highest. And the mean value of store atmosphere is the third highest. Mean value of promotional signage is lower than the above factors. However, the mean value of all statements in promotional signage is agreed level.

Regarding shopping enjoyment, it is found that shopping is relaxing has the highest mean value and buying continuously from this store has the lowest mean value. This showed that the shopping enjoyment makes people linger longer that trigger someone to do impulse buying. Most respondents enjoy shopping with fun. A pleasant shopping atmosphere also provides satisfaction for customers.

For consumer impulse buying behavior, buying things according to how the feeling at the moment and having a sensation of excitement when making an impulse

purchase have the highest mean value. Having a practice on unplanned buying from shops has the lowest mean value. This result showed that when the intention of the shopping experience is for pleasure or emotional satisfaction, the product purchased is seen as the selected one without any plans and it presents an event of impulse buying. Additionally, impulsive buying happens when a consumer has a sudden, strong, and persistent need to acquire something immediately.

According to regression analysis, visual merchandising factors such as store layout and promotional signage have significant and positive effects on shopping enjoyment. The effect of window display and store atmosphere (lighting, colours) are not significant on shopping enjoyment. According to the results, promotional signage is the most influencing factor on shopping enjoyment of Next Generation clothing stores' users in Yangon.

According to regression analysis, shopping enjoyment is positively significant on consumer impulse buying behavior of Next Generation clothing stores in Yangon. Therefore, shopping enjoyment has a significant and positive impact on consumer impulse buying behavior.

5.2   Suggestions and Recommendations

Based on the findings of the analysis, some recommendations and suggestions are made in this section. The study is related to impulse buying behavior of Next Generation clothing stores influenced by visual merchandising factors (window display, store layout, promotional signage, store atmosphere).

Regarding window display, Next Generation clothing stores should use mannequins, creative flooring, fixtures and backdrops to enhance the power of attraction of window displays. It is considered that the Next Generation clothing stores often neglect their window presentation while designing their stores. However, the customers give a very clear preference for shopping from the stores which display the latest trends in the industry. Therefore, Next Generation clothing stores should keep the window display fresh by changing it frequently to maintain consumer interest and returning back to the stores.

Concerning store layout, a good store layout encourages the buyers to move, in a comfortable and free flow space, to look around which influences consumers to make an impulse purchase. This kind of display allows customers to visualize outfits

and gives an idea of possible appearance. Moreover, store layout enhances the visual appeal of displayed products which is the important factor stimulating purchases. This result highlights the importance for Next Generation clothing stores to highlight the items which they want to sell. Product placement on shelves also affects customers' brand recognition. To entice customers in stores lengthier, Next Generation clothing stores should keep making improvements to their store layouts. and browse the merchandise, which may trigger impulsive urges.

According to promotional signage, it has a vast impact on increasing the amount of impulse buying. More people buy when they see any discount or clearance sale on products. Promotional and discount schemes are a vital characteristic which explains the maximum variance in the impulse buying behavior. Therefore, Next Generation clothing stores should use loyalty programs or rewards programs such as earning points for every purchase or receiving exclusive discounts or promotions that can encourage customers return to the store. In addition, Next Generation should also use online promotions by utilizing social media and email marketing to promote sales and discounts to customers. This should include offering special deals or discounts to followers on social media or sending out email newsletters with promotional offers.

For store atmosphere (lighting, colours), to provide a unified atmosphere and influence customers' shopping experiences and purchasing decisions, Next Generation clothing stores should cooperate to utilize atmospherics. Next Generation clothing stores should incorporate additional components including music and scents because visuals such light and display are not adequate to upgrade the overall ambiance of the store and keep customers' attention. Lighting should also be applied in Next Generation clothing stores to highlight the store layout and urge customers to flow through the store, exposing them to more merchandise.

Furthermore, to establish a welcoming shopping atmosphere, Next Generation clothing stores should continually emphasize the promotional signs and store layout display and experience to proactively influence consumers' in-store responses and future choice decisions. Though window display and store atmosphere are not significantly impact consumers' impulse buying behaviour, Next Generation clothing stores should take care not to completely ignore them as visual merchandising tools. The keyword is differentiation to grab maximum eyeballs and window display and store atmosphere in a creative manner may have a greater impact on consumers'

impulsive purchasing behavior. The study's results offered adequate proof that Next Generation clothes shops may successfully apply visual merchandising to make things more desirable, raise consumer awareness of the products, and foster favorable views. Positive impulsive shopping experiences help consumers develop store loyalty, and customers' perceptions of value and happiness have an impact on subsequent purchases. Effective visual marketing techniques may affect consumers' experiences making impulsive purchases.

Overall, Next Generation clothing stores should use these findings efficiently to maximize sales of their store and innovate. Since, window display has an impact on impulse purchase it will increase footfalls, if the window of the store is very attractive. Promotional signage and store atmosphere will enhance the experience of the store. Therefore, Next Generation clothing stores should use these dimensions creatively. This study has revealed the usefulness and effectiveness of visual merchandising in understanding consumers' behavior of impulse buying. After considering these matters and evaluating the performance, it can be concluded that Next Generation clothing stores will have great success in the prospect.

5.3   Limitations and Needs for Further Research

This study only focused on customers who buy the Next Generation products from Yangon branches. Meanwhile, this involved 193 respondents and the target population is limited. Only a small subset that affect customer impulse buying behavior is taken into account in this paper. Moreover, this study being limited to only four visual merchandising factors, researching the influences of other existing visual merchandising techniques and other internal and external impulse buying motivators can constitute interesting subjects to deepen the phenomenon of impulse buying.

This study analyzed the effect of visual merchandising factors influencing consumer impulse buying behaviour at Next Generation clothing stores in Yangon. Therefore, similar study should be required with other clothing stores. Visual merchandising factors such as window display, store layout, promotional signage, store atmosphere (lighting, colours) are used as factors influencing shopping enjoyment and consumer impulse buying behaviour. Further research should be investigated by adding other factors and should be conducted on consumer impulse

buying behaviour of Next Generation clothing stores in other cities and large numbers of consumers to get strong results.

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APPENDIX A

Questionnaire

Part 1

Consumer Demographic Characteristics

1. **Gender**

    Male [ ]   Female [ ]

2. **Marital Status**

    Single [ ]   Married [ ]

3. **Age**

    Less than 20 [ ]

    20-30 [ ]

    30-40 [ ]

    40-50 [ ]

    50 and above [ ]

4. **Educational Level**

    Middle School [ ]   High School [ ]

    Undergraduate [ ]   Graduate [ ]

    Postgraduate [ ]   Other [ ]

5. **Occupation**

    Private Business Owner [ ]   Private Staff [ ]

    Government Staff [ ]   Student [ ]

    Dependent Workers [ ]   Other [ ]

6. **Monthly Income**

Less than 100,000 ☐   100,000 - 200,000 ☐

200,000 – 300,000 ☐   300,000 – 400,000 ☐

400,000 – 500,000 ☐   above 500,000 ☐

7. How much you have spent on clothes from Next Generation Clothing Stores

Less than or equal K 10,000 ☐

K 10,000-K20,000 ☐

K 20,000-K30,000 ☐

More than K30,000 ☐

8. How often do you buy Next Generation Clothing Stores?

Two times a month ☐

Once a month ☐

Once in two months ☐

Once in three months ☐

More than three months ☐

9. Which Next Generation Clothing Stores branch do you usually buy?

Myanmar Plaza ☐   Junction City ☐

Junction Square ☐   Taw Win Center ☐

City Mall (St. John) ☐   Gamone Pwint (San Yeik Nyein) ☐

Terminal-M ☐   Hledan Center ☐

Junction 8 ☐   Capital HyperMarket (Tharkayta) ☐

Ocean Supercenter (Hlaingtharyar) ☐   Makro Myanmar ☐

Part 2

Questionnaire for Visual Merchandising

Please, put a tick in the table according to your answer on the statement on a scale of 5 to 1 (strongly disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5).

Sr. No	Window Display	1	2	3	4	5
1	The window display of the Next Generation Clothing Stores draws my attention.					
2	I will enter the store when I am attracted by the neatness of the window display.					
3	I feel compelled to enter the shop depending on the window display design.					
4	I feel attracted by the clear visibility of the window display.					
5	I feel compelled by the posters and signs in the window display.					
6	I tend to choose which store to shop in depending on eye-catching window displays.					
7	Window displays communicate the image of the store to me.					

Sr. No	Store Layout Display	1	2	3	4	5
1	A good store layout makes it easy for me to find					

	desired products.					
2	I tend to rely on store displays when I make a decision to purchase clothing.					
3	The store layout display on the mannequin triggers the idea in me to buy the clothing.					
4	When I see clothing that I like in-store form/ mannequin display, I tend to buy it.					
5	While browsing the store I tend to purchase products displayed in eye-catching displays.					
6	When I see clothing that features a new design or style on display, I tend to buy it.					
7	While browsing the store I tend to walk towards and buy products displayed in visually attractive displays.					

Sr. No	Promotional Signage	1	2	3	4	5
1	I tend to purchase products from special offers communicated by in-store advertising and promotion signage.					
2	I am more likely to buy an unintended product that is on sale.					
3	I tend to stop and browse products with promotional offers.					

4	Promotional signage entices me to browse products.					
5	If I see an interesting promotional offer (reduced price, sales promotion, etc.) on in-store signs, I tend to buy.					
6	I make unplanned purchases if a product is on sale.					

Sr. No	Store Atmosphere (Lighting, Colours)	1	2	3	4	5
1	I feel Compelled with Decorative Lighting in the store.					
2	I tend to enter the store because of spot lighting and graphics.					
3	I walk into the store because of the colour coordination of stores.					
4	Product items placed according to different colour combinations take my intention immediately and allow me to find clothing items more easily.					
5	The use of lights in different brightness to decorate the store would attract the items which are clearly seen and swing my mood towards buying.					

Part Three

Questionnaire for Shopping Enjoyment

Please mark a tick to each statement to indicate the extent to which you agree or disagree with that statement. The score levels are described as 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

Sr. No	Shopping Enjoyment	1	2	3	4	5
1	I like to visit clothing stores.					
2	For me, shopping is relaxing.					
3	Shopping for clothes puts me in a good mood					
4	I enjoy spending time browsing for clothes.					
5	I expect that I will continuously buy from this store.					
6	Overall, I enjoy the shopping experience at this store.					

Part Four

Questionnaire for Consumer Impulse Buying Behaviour

Please mark a tick to each statement to indicate the extent to which you agree or disagree with that statement. The score levels are described as 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

Sr. No	Consumer Impulse Buying Behaviour	1	2	3	4	5
1	I often buy things spontaneously.					
2	Sometimes I feel like buying things on the spur of the moment.					
3	I buy things according to how I feel at the moment.					
4	I often buy things without thinking.					
5	I feel a sense of excitement when I make an impulse purchase.					
6	I have a practice on unplanned buying from shops.					

APPENDIX B

STATISTICAL OUTPUT

Regression Analysis Result for Visual Merchandising Factors and Shopping Enjoyment

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.583[a]	.340	.326	.51131
a. Predictors: (Constant), Store Atmosphere (Lighting, colours), Window Display, Promotional Signage, Store Layout				

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.280	4	6.320	24.174	<.001[b]
	Residual	49.150	188	.261		
	Total	74.430	192			

a. Dependent Variable: Shopping Enjoyment

b. Predictors: (Constant): Store Atmosphere (Lighting. colours), Store Layout, Promotional Signage, Window Display

Coefficients[a]						
	Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficient of Beta	t	Sig.
1	(Constant)	2.617	.297		8.809	<.001
	Window Display	-.076	.067	-.100	-1.128	.261
	Store Layout	.203	.072	.249	2.811	.005
	Promotional Signage	.266	.058	.395	4.560	<.001
	Store Atmosphere (Lighting, colours)	-.053	.072	-.064	-.733	.465

a. Dependent Variable: Shopping Enjoyment

Regression Analysis Result for Shopping Enjoyment and Consumer Impulse Buying Behaviour

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.459[a]	.211	.207	.64414

a. Predictors: (Constant), Shopping Enjoyment

ANOVA[a]						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.190	1	21.190	51.069	<.001[b]
	Residual	79.250	191	.415		
	Total	100.439	192			

a. Dependent Variable: Consumer Impulse Buying Behaviour
b. Predictors: (Constant): Shopping Enjoyment

Coefficients[a]					
Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficient of Beta	t	Sig.
1 (Constant)	1.403	.282		4.984	<.001
Shopping Enjoyment	.534	.075	.459	7.146	<.001

a. Dependent Variable: Consumer Impulse Buying Behaviour