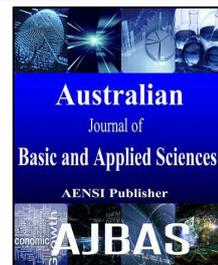




AUSTRALIAN JOURNAL OF BASIC AND APPLIED SCIENCES

ISSN:1991-8178 EISSN: 2309-8414
Journal home page: www.ajbasweb.com



Visual Merchandising as a Strategy to Stimulate Consumers' Behavioural Intention: A Case of Department Store in Putrajaya

¹Norshahniza Sahari, ²Sariza Saidon, ³Nora Mohd Basir and ⁴Mazlina Ismail

¹Universiti Teknologi MARA (UiTM) Johor, Faculty of Business Management, 85009 Segamat, Johor, Malaysia

²Universiti Teknologi MARA (UiTM) Johor, Faculty of Business Management, 85009 Segamat, Johor, Malaysia

³Universiti Teknologi MARA (UiTM) Seremban 3, Faculty of Science and Mathematics, 70300 Seremban, Negeri Sembilan, Malaysia

⁴Universiti Teknologi MARA (UiTM) Johor, Faculty of Business Management, 85009 Segamat, Johor, Malaysia

Address For Correspondence:

Norshahniza Sahari, Universiti Teknologi MARA (UiTM) Johor, Faculty of Business Management, 85009 Segamat, Johor, Malaysia

ARTICLE INFO

Article history:

Received 3 March 2016

Accepted 2 May 2016

published 26 May 2016

Keywords:

Visual Merchandising,
Colors, Lighting, Signage,
Window Display Store Interior

ABSTRACT

Background: Visual merchandising also known as silent salesman is part of push strategy forcing the product through marketing channels to attract, encourage and motivate consumers towards making a purchase. Consumers like to shop in person and even want to touch, smell and try on products while feel comfortable in the store. Visual merchandising practices are becoming more operational challenge in getting high consumer responses. Thus, retailers should find ways in influencing consumers to purchase and revisit the store. **Objective:** This study aims to identify the visual merchandising elements that influence on the buying behavior of the consumers in the department store and to evaluate the relationship between visual merchandising independent variables (colors, lighting, signage, window display and store interior) and the dependent variable being customer repurchase intention. **Results:** In this study, the findings indicate that color is the most influential factor while lighting is the least significant in influencing consumer to response and repurchase in ladies department. This article concludes by suggesting potential ways for visual merchandising design in the department store. **Conclusion:** Visual merchandising is a tool to differentiate the store with other competitors in a saturated market or new market. Attention should be given to various elements in visual merchandising in order to increase purchase intention, store loyalty and repeat purchase. Thus, this study is one of good resource for anyone who is interested in visual merchandising research, and for the practitioners to improve on the guidelines of visual stimulus in store.

INTRODUCTION

The wholesale and retail sector has continued to grow and contribute significantly to the Malaysian economy. Nevertheless, AT Kearney ranked Malaysia ninth in its 2014 Global Retail Development Index, up four places from 2013 and its highest ranking since 2007 (ETP Annual Report, 2014). In 2013, the sales value of wholesale and retail grew 43 per cent from RM9.3 billion (2009) to RM13.3 billion. Malaysian population growth is projected to result in higher demand for goods and services. Therefore, retailers need to differentiate themselves from others. Manufacturers and retailers need to understand consumers' need and preferences as well as motivating consumers' purchase behaviour.

In fact, surveys show that a large percentage of consumers do not prepare shopping lists and tend to make unplanned purchases. This behavior indicates that the value of in-store displays, well-organized stores and layouts attract consumers to purchase. Past experience, store image and in-store promotion might also influence

Open Access Journal

Published BY AENSI Publication

© 2016 AENSI Publisher All rights reserved

This work is licensed under the Creative Commons Attribution International License (CC BY).

<http://creativecommons.org/licenses/by/4.0/>



Open Access

To Cite This Article: Norshahniza Sahari, Sariza Saidon, Nora Mohd Basir and Mazlina Ismail., Visual Merchandising as a Strategy to Stimulate Consumers' Behavioural Intention: A Case of Department Store in Putrajaya. *Aust. J. Basic & Appl. Sci.*, 10(11): 73-80, 2016

consumer to the specific store choice. As visual merchandising is one of the way of differentiating in fashion industry, retailers can use it to match the consumers' expectation and gain competitive advantage.

A considerable amount of literature has been studied on visual merchandising in various industries such as supermarket (Wanninayake and Randiwela, 2007), fashion retailing (Lea-Greenwood, 1998), department store (Kerfoot, Davies and Ward, 2003), apparel e-tailing (Khakimjanova and Park, 2005), grocery store (Agnihotri and Oburai, 2009), intimate apparel (Law, Wong and Yip, 2012), telecommunication stores (Kim, 2013), modern trade (Opris and Bratucu, 2013), furniture and furnishing (Mehta and Chugan, 2014), and toys store (Kiran and Mridula, 2015). These studies have revealed that visual merchandising influenced and affected consumer buying behavior.

However, until now little importance has been given to the repurchase intention behavior in department store. There is limited literature and evidence in apparel, accessories and fashion retailing. Moreover, there are still limited comparative researches that focus on visual merchandising in Malaysia. For that reason, this study is to investigate the visual merchandising elements that influence on rebuying behavior and to evaluate the relationship between visual merchandising independent variables (colors, lighting, signage, window display and store interior) and repurchase intention. This study was conducted in a ladies department at a large department store in Putrajaya, Malaysia.

Marketers know that dimensions of the physical environment, including factors such as décor, smells, lighting, music and temperature can significantly influence consumption (Solomon, Marshall and Stuart, 2012). Prior to that, Kotler (1973) and Turley and Milliman (2000) studies on how store environment can stimulate decision in buying activities among consumers. Good conditions of environment mean higher shopping intentions, longer shopping duration and increase satisfaction among consumers. Therefore, by seeing an attractive visual merchandising display in store environment, it would stimulate the potential customer ideas and desire to enter the store. Thus, the retailer should act wisely to design the unique visual merchandising display that could set apart the store from the competitors and to influence the customer to revisit and repurchase intention.

Literature Review:

Visual Merchandising:

Few studies on visual merchandising had been carried out in other countries like United States of America (Smith and Burns, 1996), United Kingdom (Davies and Ward, 2005), India (Balgaonkar, Pabalkar, and Yelikar, 2014), South Africa (Hefer and Cant, 2013), Sri Lanka (Wanninayake and Randiwela, 2007), India (Mehta and Chugan, 2012), Thailand (Kernsom and Sahachaisaeree, 2012), Indonesia (Rahma and Purwanegara, 2013), Hongkong (Law, Wong and Yip, 2012) and Korea (Kim, 2013).

Several studies have revealed that visual merchandising display elements consist of merchandise colours (Kerfoot *et al.* 2003), colour presentation (Lenjewar, 2014; Hussain and Ali, 2015), lighting (Kerfoot *et al.*, 2003; Lenjewar, 2014), signages (Mehta *et al.* 2014; Huddleston, Behe, Minahan and Fernandez, 2015), windows display (Rahma and Purwanegara, 2013; Banerjee and Yadav, 2012) and store interior design (Kim, 2013; Meenakumari, 2013).

According to Buttle (1984), merchandising is any form of on-store or in-store promotion other than personal selling which is designed to trigger purchasing behaviour. One of many successes attributable to effective merchandising is a sales volume increased of 400 per cent (Buttle, 1984). Merchandising is done by the placement of goods and store fixtures along with the use of signage (Babin and Harris, 2013). The angles or racks and the visual image of the store provide consumers to view and walk through a store. Meanwhile, visual merchandising is a merchandising technique and activity of promoting goods by the presentation in retail outlets in capturing consumers' attention. So, merchandising is focused on the general methods, practices and operations of the product display, while visual merchandising is focused on the presentation of the goods and visuals to promote the products.

Another definition for visual merchandising is it's concerned with both how the product and brand is visually communicated to the customer and whether the message is decoded appropriately (Kerfoot *et al.*, 2003). Visual merchandising displays are visual features that will help to get the customers' attraction and attention towards the store. It help to decorate and beautify the stores by adding fixtures, props, poster, materials, colour frills and the object to a store in order to enhance the appeal of the store (Kiran and Mridula, 2015).

Visual merchandising is the presentation of a store and its merchandise in ways that will attract the attention of potential customers and motivate them to make purchases (Diamond and Diamond, 2007; Levy and Weitz, 2009). It is important for retailers to create excitement and provide entertaining store environment that lead customers to patronize a store more frequently and spent time and money during the visit. Similarly, Castaldo, Grosso and Premazzi (2013) stated that visual merchandising is set of choices for internal and external communication of the company. It involves the use of visual communication in-store. Whereas merchandising deals with the allocation of the products and items making up the distributor's assortment within the display and

selling area. Thus, visual merchandising is everything that customer sees, interior or exterior that create impact to the customers.

Department Store:

A department store is a large retail unit with an extensive wide range of goods and services that is organized into separate departments (Berman and Evans, 2008). It has variety of product assortment inclusive apparel, furniture, home furnishings, hardware, toiletries, electronics and electrical products, cosmetics, jewellery, toys, sporting goods and furniture. Pricing at a department store is moderate to above average. Customer service is provided with the sales assistant helps, credit card, delivery and so forth to target middle class shoppers.

Ladies department is one of the department store section that consist of cosmetics, fragrance, toiletries, handbags and shoes, lingerie, accessories and apparel. Apparel consists of clothes for casual, sportswear, office attire, "Muslimah" outfit. Cosmetics includes lipstick, eye shadows, blushers, eye linear, fragrances and compacts powders. Meanwhile, toiletries include the materials that are being used of taking care the bodies such as shampoo, shower gel and facial cleanser.

Colour:

Color is a tool that marketing managers use to alter consumer reactions. It may affects product quality and perceptions. Color changes behaviour by framing the way one thinks about a product and also by changing the way one feels (Babin and Harris, 2013; Kerfoot *et al.* 2003). The role of colour is to attract customer attention to the product (Kiran and Mridula, 2015) and to make people pause and look at the product (Meenakumari, 2013).

Lighting:

Lighting is used to highlight products. By using brighter lighting in retail outlets, it helps to grab the customers' attention so that they start purchase from the outlets due to their comfort (Hussain and Ali, 2015). Moreover, shopper's eye is drawn automatically to the brightest item or display area.

Signage:

Signage showing categories of product that are hanging from the top ceiling and it can get more attraction by the customers (Kiran and Mridula, 2015). It also refer to all the printed wordings that carry the store's message to the consumers (Krishnakumar, 2014). Signage provide information to the consumer by providing description of the merchandise and its price, inform customers of special sales event, alert customers to advertised merchandise and store's policy (Lanjewar, 2014).

Window Display:

Merchandise displayed in a store's windows provides consumers with valuable information about the product category itself like product features and latest trends in that category (Sen, Block and Chandran, 2002). Store window display help to create and maintain store image (Opris and Bratucu, 2013) and induce consumers into the store to make purchases (Krishnakumar, 2014).

Store Interior:

Store interior consists of the art of drawing, composing and selecting colours, materials, furnishings and accessories to enrich the design of a store interior. Interior presentations takes care of the first 30 seconds of a shopper's visit to the store that decides him or her to stay or leave the store (Banerjee and Yadav, 2012).

Purchase Intention:

Behavior is the doing component which involves a consumer's intention to do something, such as the intention to purchase or use a certain product (Solomon *et al.* 2012). In retail, intentions are usually determined by a willingness to stay in the store, willingness to repurchase, willingness to purchase more in the future, and willingness to recommend the store to others (Baker, Parasuraman, Grewal and Voss, 2002). Research also suggests that the predictive validity of repurchase intentions varies widely from frequently purchased convenience goods to infrequently purchased durables (Chandon, Morwitz, and Reinartz, 2005). Customer repurchase intention is very crucial to the success of the organization because it will save the cost of getting new customer. Repurchase intention indicate whether consumers expect to buy the same product or brand again in future by visiting the same outlet or other channel. So, retailers can predict possible effects of certain marketing activities from consumers' behavioural intention.

The conceptual framework of this study can be illustrated in Figure 1 below.

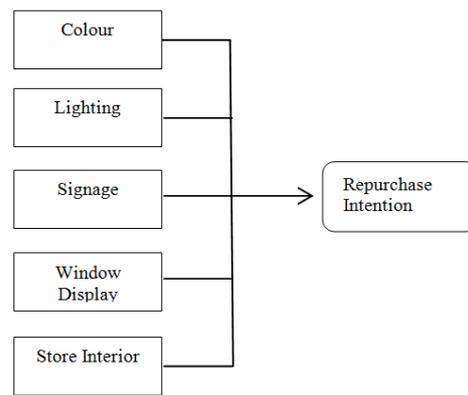


Fig. 1: A conceptual framework.

Methodology:

This study used questionnaire method as quantitative approach for the means of data collection and analysis. The data were analysed using SPSS version 22. Convenience sampling technique was used and questionnaires have been distributed to 300 respondents in the targeted location in Putrajaya. However, only 250 questionnaires were completely answered. The researcher met the respondents and explained the detailed of the questionnaire. The respondent's criterion must be customers who visited and bought products from the department store.

Instruments: The questionnaire for this study consisted of three sections. Section A focused on the demographic profiles of the respondents i.e. gender, age, educational level, marital status and race. In Section B, the respondents have to answer three questions related to visual merchandising cues and five sections related to research objectives of the study. Every section consist of elements of visual merchandising display that contains 10 items each section. In Section C, the respondents being asked on visual merchandising factors that influence customer repurchase intention. The 5-point Likert Scales ranging from "Strongly Disagree" (1) to "Strongly Agree" (5) was applied for both Section B and Section C. The questionnaire was designed in both English and Bahasa Malaysia. The value of Cronbach's Alpha for this study was 0.900 which demonstrated very good internal consistency reliability for the instrument. The items for Section B and C were adapted and adopted from previous researchers.

Data Analysis: SPSS version 22 was used to analyse the data. First, the Cronbach's Alpha coefficient had been applied as the indicator for internal consistency to test the reliability of the questionnaire. After that, the descriptive analysis was conducted in analysing the profile of the respondent. Factor analysis was done in indicating the most influence elements for consumers' repurchase intention. In evaluating the relationship between visual merchandising independent variables (colors, lighting, signage, window display and store interior) and the dependent variable being customer repurchase intention, Regression model was developed. Table presentation is used to show clear evidence to the feedback of the respondent towards the visual merchandising display.

Findings and Discussion:

From the total number of respondents who answered the questionnaire, a total of 194 (77.6%) respondents are female and majority of them are married (61.2%). Most of the respondent were from 18-24 years old (36.4%), followed by 25-34 years old (32.4 %). On the basis of education level, almost half (46.8%) are degrees' holder and above whereas most of them are government servants (44.8%).

Elements of Visual Merchandising Display (VMD):

Based on the responses, all respondents are familiar with the VMD and agree that this VMD help to make the products look desirable. Majority 99% of them vote that VMD for the ladies department store in Putrajaya, Malaysia is 'good' and 'excellent'.

Factor analysis is done to the 50 items on the elements in VMD to explain all the items easily but still being able to explain the whole original variable. From the factor analysis that had been done to 50 items, 5 main significant factors can be extracted. Using the Principal Component Extraction Method and Varimax Rotation method with Kaiser Normalization, sum of the Varian that can be explained from the factor is 82.93%. It shows that almost 83% of all the 5 factors explain the variation on the model. Tables 7 below shows all factors with their factor loading that is ranged according to their importance. Therefore, the factors are (1) colour, (2) store interior, (3) signage, (4) window display, and (5) lighting.

Table 1: Tabulation of Overall Respondent Demographic.

Demographic	Frequency	%
Total Overall	250	100
Gender		
Male	56	22.4
Female	194	77.6
Marital Status		
Single	97	38.8
Married	153	61.2
Age		
18-24	91	36.4
25-34	81	32.4
35-44	41	16.4
45-54	29	11.6
55-64	8	3.2
Education Level		
High school graduate	59	23.6
Diploma	74	29.6
Bachelor	91	36.4
Master/ Phd	26	10.4
Occupation		
Government Servant	112	44.8
Private Sector	84	33.6
Student	38	15.2
Self-employed	16	6.4

Table 2: Rotated 'Colour' Factor Loading

Colour	Loading Value
Different colour for each section of ladies dept. (i.e. shoes, bags, fragrances, apparel and cosmetic)	.988
Light colours are suitable for handbags sections in ladies dept.	.988
Colours can have different symbolic meanings and associations across cultures, resulting in different preferences and effects.	.988
Warm colours were associated with unplanned, impulse purchases. .	.988
The fun shoppers responded positively towards the colour in the store.	.988
Organized display of goods attractive.	.988
Colours can affects human psychologically.	.988
Colours would impacts the store image sales.	.988
Colours can makes products looks expensive.	.988
Contrast colours are suitable on ladies dept.	.732
<i>Cronbach's Alpha</i>	.994

It shows that colour is the most significant in grabbing the attention of the consumer to make decision to purchase, stimulating them to repurchase from the department store as it increase the store image. Nevertheless, it also psychologically make them feel comfortable to be in the store and browse the product.

Table 3: Rotated 'Store Interior' Factor Loading.

Store Interior	Loading Value
Designing a store interior is the art of planning because it is a creative process.	.955
Store interior plays primary role in ladies department.	.955
Store interior is a significant part of merchandising because it designing a modern retail store that can affect the profit and image of the brands.	.955
Store interior is related with the customer social lifestyle.	.954
Store interior should consist of unique accessories.	.954
The main purpose is to create an attractive shopping environment.	.954
Store interior could be a distinctive image of the store.	.934
A unique store interior is worthy for customer to spend their money.	.934
Store interior is to enhance the presentation of products.	.934
The art of drawing, composing and selecting colours, materials, furnishings and accessories is to enrich the design of a store interior.	.934
<i>Cronbach's Alpha</i>	.989

Visual merchandisers must be creative in designing the store interior as it helps to attract consumer to visit and revisit the store, create unique and distinctive image of the store and also boost the presentation of the products.

Signage is important to the consumers as it gives direction for consumers to locate the products, give information about the products, and also make consumers feel comfortable and convenience in the unfamiliar store environment.

From Table 5 above, it shows that window display must be neat and clean, change frequently to show the new trend of the products, and consistently use the same theme for window and in-store product display.

Table 4: Rotated 'Signage' Factor Loading.

Signage	Loading Value
Signage must coordinating with other VMD elements.	.984
Signage can attracting impulse buyer.	.984
Digital Signage should place in ladies dept.	.983
Signage give crucial benefit to customers.	.980
Effective signage helps customers feel comfortable in an unfamiliar stores.	.977
Signage must be clear and consistent.	.969
Signage helps locate the "brands" of products in the mind of consumers.	.960
Signage can increase sales and profit of the stores.	.957
Signage should be stylish and elegance.	.779
Signage give information about new product to the customers.	.757
<i>Cronbach's Alpha</i>	.982

Table 5: Rotated 'Window Display' Factor Loading.

Window Display	Loading Value
Window display is the mix of art, fashion, design, and marketing.	.952
Continue the theme of the window display with other display inside the store.	.951
Window display are the first point meeting between store and customer.	.950
Window display is functional to attract customer for "stopped and shopped".	.948
Window display should be focused only on one product.	.947
Window display must be frequently change to keep the display fresh look.	.932
Window display must be clean.	.931
Window display must have the motion to catch the customer's eyes.	.900
Light and colours will give impact to the window display arrangement (such as choose the bright lights and colours).	.893
Window display must be simple.	.800
<i>Cronbach's Alpha</i>	.983

Table 6: Rotated 'Lighting' Factor Loading.

Lighting	Loading Value
Good lighting can avoid misunderstanding during purchasing.	.888
Lighting can be designed to guide people's movement through space	.886
The lighting is comprehended as the message of a brand, which has an impact on the appearance of architecture and the brand communication.	.810
Lighting could create a distinctive appearance that could be considered as a potential medium for the visual brand identity.	.792
The spectrum of the lighting plays an important role.	.739
Lighting is the cheapest elements in Visual Merchandising Display (VMD).	.689
Light reflections should be well analysed in ladies department	.582
Lighting play a significant role in creating an ambiance.	.531
Age and gender interacted with the illuminance and the colour temperature of the lighting, causing different kinds of mood shifts.	.491
Lighting influence the mood and the behaviour of humans in retail environments.	.308
<i>Cronbach's Alpha</i>	.815

Finally, from Table 6 above, it can be seen that lighting influenced the mood of the shoppers in ladies department, avoid making wrong purchase decision, and help consumers' movement in ladies departments' floor space.

Table 7: Reliability.

Factor	<i>Cronbach's Alpha</i>
Colour	0.994
Store Interior	0.989
Signage	0.982
Window Display	0.983
Lighting	0.815

Overall, it can be summarized in Table 7 above. In order to validate the factor, a reliability test had been done to all factors. Cronbach's alpha coefficient had been used as it is the most acceptable test of inter items reliability whereas to estimate the degree to which the items represent the variables being measured. In Table 7 above, all the Cronbach's Alpha value is more than 0.7 meaning that all the values exceed the suggested cut-off of 0.70, thus indicating the internal homogeneity exists among the items scale in this study. In conclusion, all the factors can be used to measure the elements in visual merchandising as a strategy to stimulate repurchase intention.

Perhaps in ensuring the visual merchandising practices are efficient, the respondent was asked on the willingness to repurchase in the store. The Regression model had been developed to evaluate the relationship between visual merchandising independent variables (colors, lighting, signage, window display and store

interior) and the dependent variable being customer repurchase intention. As seen from Table 8 above, it showed that R-square and adjusted R-square for multiple regression tests is 0.966 (96.6%) and 0.965 (96.5%). Therefore, R-square for the model is 0.966. This indicates that almost 96.6% of the variation in elements of visual merchandising is explained by variation in customer repurchase intention the department store.

Table 8: Model Summary.

R Square	0.966
Adjusted R Square	0.965

Table 9: Model Summary.

Model	B	Sig.
Constant	19.712	0.000
Colour	1.899	.000
Interior Design	-.011	.646
Signage	.097	.000
Window Display	-.209	.000
Lighting	.315	.000

Table 9 above shows the standardized coefficients of the multiple regression analysis performed.

Repurchase (total) = 19.712 + 1.899 Colour – 0.011 Interior Design + 0.097 Signage – 0.209 Window Display + 0.315 Lighting.

All the factors given influenced the repurchase intention of the customer even it is positive or negative relationship. Even though there is insignificant factor (interior design), it is still relevant to be in the model since overall model goodness of fit and the reliability test for the factor is really good for the model.

However as an overall, it shows that the visual merchandising activities does not only give an impact to the customer to make purchase decision but it also stimulate repurchase intention when customers revisit the store in future.

Conclusion and Recommendation:

More and more retailers including department stores hire visual artists, graphic designers, fine art artist, visual merchandisers and other related professionals to perform merchandising responsibilities. Among the major role of visual merchandisers is to keep good store image through attractive visual arts and graphic designs. Moreover, by increasing traffic to the store, it assists to increase the sales volume and boost the sales revenue.

This study investigated the importance of visual merchandising elements that influence repurchase intention in a department store in Putrajaya. The results proved that there is a strong relationship between repurchase intention and five types of visual merchandising elements i.e. color, store interior, signage, window display, and lighting. These visual merchandising practices act as stimuli to provoke a desire to enter the store and motivate consumer to make purchase decision. In short, visual stimulus must be effective for consumers to stay longer in the store, browse the product, make them purchase something from the store and repurchase the product.

Thus, this study add to our understanding and consistent with previous researches by Lanjewar (2014) and Krishnakumar (2014) that color presentation and interior design are the most important factors in fashion or apparel industry. In contrast to earlier findings (Kernsom and Sahachaisaeree, 2012), although lighting positively stimulating consumers' repurchase intention but it is the least important factor in ladies department.

This research has limitations which should be considered when interpreting the results. The sample was geographically limited and taken in Putrajaya only as a case study. Therefore, it was not geographically representative. Data collected in different populations and other areas may vary in their preferences, response to the questionnaire and produce different results. For instance, culture, lifestyle, economic condition, personality of consumers vary and may influence their shopping orientation.

Finally, for future studies, other variables such as packaging, positioning, cleanliness, technology, and shelf space allocation can be suggested. In addition, future studies could extend this research by replicating the results across different types of retail contexts.

REFERENCES

- Agnihotri, A. and P. Oburai, 2009. Shoppers' Interaction with Visual Merchandising elements in organized grocery stores, *In Proceeding of the 3rd IIMA Conference on Marketing Paradigms for Emerging Economies*, pp: 1-7.
- Babin, B.J. and E.G. Harris, 2013. *CB4*, South-Western, USA.
- Baker, J., A. Parasuraman, D. Grewal, and G.B. Voss, 2002. The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions, *Journal of Marketing*, 66(2): 120-141.
- Banerjee, S. and P.Yadav, 2012. Analysis of Visual Merchandising: Affect on Consumer Buying Behavior, *International Journal of Retailing & Rural Business Perspective*, 1(2): 209-217.

- Berman, B. and J.R. Evans, 2008. *Retail Management: A Strategic Approach*, Prentice Hall, New York.
- Buttle, F., 1984. Merchandising, *European Journal of Marketing*, 18(6/7): 104-123.
- Castaldo, S., M. Grosso, and K. Premazzi, 2013. *Retail and Channel Marketing*, Edward Elgar, Glos UK.
- Chandon, P., V.G. Morwitz, and W.J. Reinartz, 2005. Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research," *Journal of Marketing*, 69: 1–14.
- Diamond, J. and E. Diamond, 2007. *Contemporary Visual Merchandising and Environmental Design*, 4th Edition, Pearson Education, Inc., USA.
- ETP Annual Report, 2014. Retrieved on 22 February 2016 from <http://etp.pemandu.gov.my/annualreport2014/>
- Hefer, Y. and M.C. Cant, 2013. Visual Merchandising Display's Effect On Consumers: A Valuable Asset Or An Unnecessary Burden For Apparel Retailers, *International Business & Economics Research Journal*, 12(10): 1217-1224.
- Huddleston, P., B.K. Behe, S. Minahan and R.T. Fernandez, 2015. Seeking Attention: An Eye Tracking Study of In-store Merchandise Displays, *International Journal of Retail & Distribution Management*, 13(6): 561-574.
- Hussain, R. and M. Ali, 2015. Effect of Store Atmosphere on Consumer Purchase Intention, *International Journal of Marketing Studies*, 7(2): 35-43.
- Khakimjanova, L. and J. Park, 2005 Online visual merchandising practice of apparel e-merchants, *Journal of Retailing and Consumer Services*, 12: 307-318.
- Kerfoot, S., B. Davies and P. Ward, 2003. Visual Merchandising and the creation of discernible retail brands. *International Journal of Retail & Distribution Management*, 31(3): 143-152.
- Kernsom, T. and N. Sahachaisaeree, 2012. Strategic Merchandising and Effective Composition Design of Window Display: A Case of Large scale department store in Bangkok, *Procedia - Social and Behavioral Sciences*, 42: 422-428
- Kim, J.S., 2013. The Study on the Effect that VM Design in store has on Purchasing Products, *International Journal of Smart Home*, 7(4).
- Kiran, P. and S. Mridula, 2015. Study of visual merchandising and customer needs in visual merchandising for a toys store, *Advances in Management*, 8(5): 17-21.
- Kotler, P., 1973. Atmospheric as a Marketing Tool, *Journal of Retailing*, Winter 1973-1974, 29(4): 48-64.
- Krishnakumar, M., 2014. The Role of Visual Merchandising in Apparel Purchase Decision, *The IUP Journal of Management Research*, XIII(1): 37-54.
- Lanjewar, J., 2014. Visual Merchandising and Consumer Behaviour, *Sai Om Journal of Commerce & Management*, 1(11): 24-32.
- Law, D., C. Wong and J. Yip, 2012. How does visual merchandising affect consumer affective response? An intimate apparel experience, *European Journal of Marketing*, 46(1/2): 112-133.
- Lea-Greenwood, G., 1998. Visual Merchandising: a neglected area in UK fashion marketing? *International Journal of Retail & Distribution Management*, 26(8): 324-329.
- Levy, M. and B.A. Weitz, 2009. *Retailing Management*, 7th Edition, McGraw-Hill, New York.
- Meenakumari, S., 2013. Role of Visual Merchandising in Retailing of Supermarkets in Chennai, *Asia Pacific Journal of Marketing & Management Review*, September 2013, 2(9): 120-127.
- Mehta, N.P. and P.K. Chugan, 2012. Visual Merchandising: Impact on Consumer Behavior (An Exploratory Study of Apparel Segment in Ahmedabad), *Global Business and Technology Association*, pp. 607-614.
- Mehta, N.P. and P.K. Chugan, 2014. Impact of Visual Merchandising on Consumer Behavior: A Study of Furniture Outlets, *Universal Journal of Management*, 2(6): 207-217.
- Opris, M. (Cas.Stanila) and G. Bratucu, 2013. Visual Merchandising Window Display, *Bulletin of the Transilvania University of Brasov*, 6(55)2: 51-56.
- Solomon, M.R., G.W. Marshall and E.W. Stuart, 2012. *Marketing: Real People Real Choices*, 7th Edition, Prentice Hall, New Jersey.
- Rahma, A.N. and I.M.S. Purwanegara, 2013. Effect on Visual Merchandising in Fashion Store on Female Consumers' Purchase Intention, in the *Proceedings of World Business and Social Science Research Conference*, 24-25 October, 2013, Bangkok, Thailand, 1-13.
- Sen, S., L.G. Block and S. Chandran, 2002. Window Display and Consumer Shopping Decisions, *Journal of Retailing and Consumer Services*, 9: 277-290.
- Turley, L.W. and R.E. Milliman, 2000. Atmospheric effects on consumer behavior: A Review of the experimental Evidence, *Journal of Business Research*, 49(2): 193-21.
- Wanninayake, W.M.C.B. and P. Randiwela, 2007. The Impact of Visual Merchandising on Consumer Store Choice Decision in Sri Lankan Supermarkets. In *proceedings of 7TH Global Conference on Business & Economic*, Rome, Italy (pp: 1-18).