

Impact of Store and Product Display Characteristics on Impulse Buying Behavior: Evidence from Kozhikode District


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ABSTRACT

Impulse buying behavior has emerged as a dominant force in modern retailing, contributing significantly to total sales and influencing consumer decision-making. This study investigates the combined impact of store characteristics and product display factors on impulse buying behavior among consumers in Kozhikode district. While prior research has examined these variables independently, there is limited empirical integrating both factors within a localized Indian retail context.

A descriptive research design was adopted, and primary data were collected from 100 respondents using a structured questionnaire. Statistical techniques including mean score analysis, correlation, and regression analysis were employed to analyze the relationships among variables. The findings reveal that store characteristics such as cleanliness, layout, and ambience significantly influence consumer emotions and behavior. Additionally, product display factors including attractive arrangement, packaging, and promotional visibility strongly stimulate impulse buying tendencies.

The study contributes to consumer behavior literature by integrating environmental psychology and visual merchandising perspectives within a unified framework. It further highlights that impulse buying is not merely spontaneous but is systematically influenced by structured retail stimuli. The findings provide actionable insights for retailers to enhance customer experience and maximize sales through strategic store design and product presentation.

Keywords: Impulse Buying Behavior, Store Environment, Visual Merchandising, Retail Strategy, Consumer Psychology, Kozhikode

INTRODUCTION

Impulse buying behavior represents a spontaneous and immediate purchase decision made without prior planning, often triggered by emotional responses and situational stimuli. In the context of modern retailing, where consumers are exposed to a wide variety of products and marketing stimuli, impulse buying has become a critical factor influencing sales performance and customer engagement.

The increasing complexity of purchasing behavior has shifted the focus of retailers from merely offering products to creating immersive shopping experiences. Store characteristics such as layout, lighting, cleanliness, and ambience are no longer peripheral elements but central components of retail strategy. These factors shape the sensory and emotional environment of the store, influencing how consumers perceive products and make purchase decisions.

At the same time, product display plays a vital role in attracting consumer attention and stimulating purchase intentions. Visual merchandising techniques, including strategic product placement, attractive packaging, and promotional displays, act as powerful stimuli that trigger impulse buying. These elements reduce cognitive effort and encourage immediate decision-making.

The relevance of impulse buying behavior is particularly evident in emerging retail markets such as Kozhikode, where traditional and modern retail formats coexist. The increasing presence of supermarkets, branded outlets, and organized retail chains has intensified competition, making it essential for retailers to adopt innovative strategies to influence consumer decisions.

Despite its importance, there is limited research examining the combined effect of store characteristics and product display factors on impulse buying behavior in this regional context. This study addresses this gap by providing a comprehensive analysis of these factors and their impact on selling pattern.

REVIEW OF LITERATURE

1. Sharma et al. (2025) examined the influence of digital retail environments and in-store stimuli on impulse buying behavior. The study found that a combination of physical store characteristics and digital promotional elements significantly enhances consumer engagement and encourages spontaneous purchasing. It also found that visually appealing product displays and personalized promotional messages increase impulse buying tendencies among young consumers.
2. Khan and Rahman (2025) investigated the role of store ambience and emotional responses in shaping consumer decisions in retail settings. The findings indicated that elements such as lighting, music, and store cleanliness have a strong positive impact on consumer mood, which in turn influences impulse buying behavior. The study further highlighted that emotional satisfaction acts as a mediating factor between store environment and purchase decisions.
3. Joseph et al. (2025) analyzed the impact of product display strategies on impulse buying behavior in emerging retail markets. The study found that innovative packaging, strategic product placement, and promotional displays significantly increase consumer attention and purchase intention. Additionally, the research concluded that product visibility and accessibility play a crucial role in triggering unplanned purchases.
4. Rodrigues et al. (2024) examined the relationship between personality traits and different types of buying behavior, including impulse buying. The study found that personality factors significantly influence consumer purchasing patterns. It also found that neuroticism positively affects compulsive buying behavior, while other personality traits have a moderate impact on impulsive purchases.
5. Varela et al. (2024) investigated the effect of personality traits on consumer decisions during the COVID-19 pandemic. The study found that individuals with higher levels of conscientiousness were less likely to engage in impulsive buying, whereas those with higher levels of neuroticism were more prone to compulsive purchasing. Additionally, personality traits explained a measurable portion of compulsive and panic buying behavior, highlighting the psychological dimension of consumer decisions.

6. Meena et al. (2024) analyzed the relationship between marketing strategies and consumer decisions in retail environments. The findings indicated that psychological factors significantly influence purchase decisions, and marketing techniques such as visual merchandising and promotional strategies play a major role in encouraging impulse buying behavior.
7. Sohn and Ko (2023) differentiated between unplanned and impulsive buying behavior, emphasizing that all impulse purchases are unplanned, but not all unplanned purchases are impulsive. The study also found that impulse buying is more common in physical retail environments due to sensory stimulation compared to online shopping.
8. Platania et al. (2023) examined the influence of store environment on consumer decisions. The study found that while store atmosphere alone does not directly lead to impulse buying, it significantly enhances consumer experience and interacts with product-related factors to influence purchasing decisions.
9. Pandya and Pandya (2022) explored the psychological aspects influencing impulse buying behavior. The findings found that emotional instability and lack of self-control are major drivers of impulsive purchases. The study also indicated that immediate gratification often outweighs rational decision-making in such cases.
10. Kumar et al. (2022) studied the role of psychological factors in consumer decision-making. The results showed that emotions, perception, and marketing stimuli significantly influence purchasing behavior, with impulse buying being largely driven by external triggers and internal emotional responses.
11. Burton et al. (2022) conducted a comprehensive analysis of impulse buying behavior and found that it is primarily driven by emotional responses rather than logical reasoning. The study emphasized that sudden urges and hedonic motivations are key contributors to impulsive purchases.
12. Meena (2022) investigated consumer preferences and product choices, concluding that early exposure to marketing stimuli and product experiences shapes long-term purchasing behavior. The study also highlighted the importance of marketing strategies in influencing consumer decisions.
13. Stankevich (2021) examined changes in consumer decision-making processes and found that social, emotional, and cultural factors significantly influence purchasing behavior. The study concluded that consumer decisions are not purely rational but are shaped by multiple external and internal influences.

RESEARCH GAP

Although impulse buying behavior has been widely studied, existing research has primarily focused on individual determinants such as store environment or psychological factors. There is limited research integrating both store characteristics and product display factors within a single framework.

Additionally, empirical studies in Kozhikode are scarce, despite its growing retail importance. This study fills this gap by providing a comprehensive and localized analysis.

SIGNIFICANCE OF THE STUDY

This study is significant as it provides a comprehensive understanding of how store characteristics and product display factors influence impulse buying behavior among consumers in Kozhikode. In a highly competitive retail environment, identifying the key drivers of unplanned purchases helps retailers design more effective strategies to attract and engage

customers. The study contributes to existing literature by integrating environmental and visual merchandising factors within a single framework, particularly in a localized Indian context. Furthermore, the findings offer practical insights for retailers to improve store layout, enhance product presentation, and create a more appealing shopping experience, ultimately leading to increased sales and customer satisfaction.

OBJECTIVES

1. To analyze the impact of store characteristics on impulse buying behavior.
2. To evaluate the influence of product display factors on impulse buying behavior.

VARIABLES OF THE STUDY

Store characteristics and product display factors are the independent variables of the study. Impulse buying behavior is the dependent variable influenced by these factors.

HYPOTHESES

H01: There is no significant relationship between store characteristics (layout, ambience, lighting, hygiene, and cleanliness) and impulse buying behavior of consumers in Kozhikode.

H11: There is a significant positive relationship between store characteristics (layout, ambience, lighting, hygiene, and cleanliness) and impulse buying behavior of consumers in Kozhikode.

H02: There is no significant relationship between product-related display factors (product display, attractive packaging, product shape, and brand) and impulse buying behavior of consumers in Kozhikode.

H12: There is a significant positive relationship between product-related display factors (product display, attractive packaging, product shape, and brand) and impulse buying behavior of consumers in Kozhikode.

SCOPE OF THE STUDY

The study focuses on analyzing the impact of store characteristics and product display factors on impulse buying behavior among consumers in Kozhikode. It is limited to retail consumers in Kozhikode and examines both store environment and product-related influences on unplanned purchases.

RESEARCH DESIGN & METHODOLOGY

The study adopts a descriptive research design using both primary and secondary data. Primary data were collected from 100 respondents through a structured questionnaire using stratified random sampling.

Secondary data were obtained from journals, articles, and websites for theoretical support. The data were analyzed using statistical tools such as mean, correlation, and regression.

Key Aspects:

- Sampling: Stratified random sampling
- Data Collection: Google Forms
- Tools: Mean, Correlation, Regression

SAMPLE DESIGN

The sample consists of 100 retail consumers from Kozhikode district. Respondents were selected using stratified random sampling, where the population was divided into different groups based on demographic factors such as age, income, and occupation, and samples were randomly selected from each group to ensure proper representation. The sample size was determined considering time and practical constraints of the study.

SELECTION OF THE SAMPLE

Criteria for Selecting Primary Data:

The primary data were collected from respondents based on the following criteria.

1. Only retail consumers who have experience in shopping were considered for the study.
2. Respondents who were willing to participate and able to provide reliable information were selected.
3. Individuals from different demographic backgrounds were included to ensure better representation.

SAMPLING TECHNIQUE

The study adopts stratified random sampling technique, where the population is divided into different strata based on demographic factors such as age, income, and occupation. Respondents are then randomly selected from each group to ensure proper representation of all segments of the population.

TOOLS FOR ANALYSIS

The study uses statistical tools such as mean score analysis, correlation, and regression to analyze the data. These tools help in measuring relationships between variables and assessing the impact of store and product factors on impulse buying behavior.

ANALYSIS AND INTERPRETATION

Hypothesis 1:

H01: There is no significant relationship between store characteristics (layout, ambience, lighting, hygiene, and cleanliness) and impulse buying behavior of consumers in Kozhikode.

Regression analysis of Hypothesis 1

H	Independent Variable	Dependent Variable	R	R ²	Beta	p Value	Hypothesis Supported
H0	Store characteristics	impulse buying behavior	.567	.321	.567	<0.05	NO

Interpretation:

The correlation of store characteristics and impulse buying behavior was found to be moderately positive and statistically significant ($r = .567, p < 0.05$). And the dependent variable Impulse buying behavior was regressed on predicting variable store characteristics to test on H0. Store characteristics significantly predicted impulse buying behavior, $F = 46.323, p < 0.05$, which shows that Store characteristics can hold a substantial part in shaping impulsive buying behavior ($b = .567, p < 0.05$). These results clearly direct the positive effect of the Store characteristics. Moreover, the $R^2 = .321$ depicts that the model explains 32.1% of the variation in impulse buying behavior.

Hypothesis 2:

H02: There is no significant relationship between product-related display factors (product display, attractive packaging, product shape, and brand) and impulse buying behavior of consumers in Kozhikode.

Table 4.12 Regression analysis of Hypothesis 2

H	Independent Variable	Dependent Variable	R	R ²	Beta	p Value	Hypothesis Supported
H0	Product-related display factors	impulse buying behavior	.730	.532	.730	<0.05	NO

Interpretation:

The correlation of product-related display factors and impulse buying behavior was found to be moderately positive and statistically significant ($r = .730, p < 0.05$). And the dependent variable Impulse buying behavior was regressed on predicting variable product-related display factors to test on H0. Product-related display factors significantly predicted impulse buying behavior, $F = 111.592, p < 0.05$, which shows that Product-related display factors can hold a substantial part in shaping impulsive buying behavior ($b = .730, p < 0.05$). These results clearly direct the positive effect of the Product-related display factors. Moreover, the $R^2 = .532$ depicts that the model explains 53.2% of the variation in impulse buying behavior.

FINDINGS

- Store cleanliness and hygiene have a strong influence on impulse buying behavior.
- Store layout encourages customers to explore more products.
- Attractive product display is the most influential factor in impulse buying.
- Packaging plays an important role in attracting consumer attention.
- Consumers often make spontaneous purchases and spend more than planned.
- Product display factors have a significant impact on purchase decisions.
- Store characteristics positively influence consumer emotions and behavior.
- Both store and product factors have a significant positive effect on impulse buying behavior.

SUGGESTIONS

- Retailers should maintain high standards of cleanliness and hygiene to create a positive shopping environment.
- Store layout should be well-organized to encourage easy movement and product exploration.
- Attractive product displays should be used to capture customer attention.
- Packaging should be innovative and visually appealing to influence purchase decisions.
- Promotional displays and offers should be strategically placed inside the store.
- Lighting and ambience should be improved to enhance customer mood and shopping experience.
- Retailers should focus on creating an overall pleasant and engaging store environment.
- Regular feedback from customers should be collected to improve store and display strategies.

CONCLUSION

The study concludes that impulse buying behavior is significantly influenced by both store characteristics and product display factors. Retailers can enhance sales by creating a well- designed environment and effective product presentation strategies.

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