

Research Article

The Role of Consumer Mood as a Mediator in the Linkages between Visual Merchandising and Impulse Buying Behaviors in Supermarkets

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Abstract: Purpose: The main purpose of this study is to analyses how the Consumer mood in supermarkets acts as a mediating role in the relationship between visual merchandising and impulse buying behaviour. This study aimed to determine the extent to which various aspects of visual merchandising, such as window displays, floor displays, promotional boards, and internal social discussion forums within stores, would impact the mood of a consumer and, in the long run, influence impulse buying.

Design and methodology: This research employed a descriptive study design, collecting data from a structured questionnaire administered to 280 supermarket consumers in Tiruchirappalli through a systematic purposive sampling approach. Data was analysed through SPSS and AMOS, employing Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM), reliability and validity were established (using Cohen's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) and fit indices were examined using CFI, TLI, and RMSEA.

Results: The SEM analysis revealed that all four visual merchandising dimensions had significant, positive effects on customer mood, with the window display having the strongest influence ($\beta = 0.43$, $p < 0.001$). In this analysis, customer mood was also a strong and significant predictor of impulse buying behaviour ($\beta = 0.57$, $p < 0.001$). Most of the visual merchandising variables had indirect effects on impulse buying behaviour via mood; however, it is noteworthy that the in-store forum had a low direct effect on impulse buying behaviour ($\beta = 0.12$, $p = 0.017$). Taken together, the findings suggest that an important part of understanding the relationship between visual merchandising and impulse buying behaviour is to consider the emotional state of the shoppers.

Practical Implications: This study emphasises the importance of supermarket managers in creating an emotionally appealing store environment, as customers' moods significantly affect The core tactics are resorting to window displays in allocating resources to develop a positive impression, planning lively events in-store, such as a demonstration on how to prepare a product, and maintaining effective floor merchandising through layout repetition, so shoppers learn where products are located for the description of an uplifting ambient environment.

Keywords: Visual Merchandising, Impulse Buying, Shoppers' Mood, Window Display, In-store Forum, Floor Merchandising, Promotional Signage, and Stimuli organism response.

I. INTRODUCTION

There is great pressure on supermarkets to differentiate themselves from a crowded high street and compete for customer loyalty in today's highly competitive retail environment (Slack and Singh 2020). Because of the rapid growth of organised retailing, including a large spread of variety in commodities to be sold (Lakshmi MVN et al. 2025). With a finer feel than old-type retail stores, customers want to know exactly what they are going to buy. The outlets will be designed to cater to impulse and hasty shopping behaviour (Pradhan 2016). This is especially important when considering that impulse buying accounts for a significant portion of overall supermarket sales.

The retail atmosphere, i.e., the store design, is the most powerful tool for changing a consumer's mindset and purchasing behaviour (Rupusundara Rao,2023). Visual Merchandising is not only about product placement, but it also depends on several other factors, such as the design of the store, lighting, colour characteristics, shelf organisation, signage, promotion stand and the store environment (Abu Bashar and Irshad Ahmad, 2012; P. Mehta and K. Chugan,2013). Such visual merchandising display tools provide a very attractive display to consumers and generate an active, positive, and emotionally charged environment (Abu Bashar and Irshad Ahmad 2012). Effective visual merchandising can impact pleasant moods, extending the time spent shopping and ultimately influencing impulse buying decisions (P. Mehta and K. Chugan,2013). Supermarkets are today one of the most powerful retailing formats of the new economy, providing a broad range of fast-moving consumer goods (FMCG) under a single roof (Reardon and Gulati 2008; Reardon, Timmer, and Berdegue 2004). In



comparison with conventional retail stores, supermarkets rely on shop-floor stimuli, product placement, promotional signage, lighting, shelf arrangement, and arresting design to influence shopper behaviour (Donovan 1982; Parsad, Sanjeev Prashar, Sai Vijay, and Vinita Sahay 2019). The supermarket setting serves both functions: it can be a convenient shopping setting, but it is also an impactful medium that can evoke emotional reactions (Turley and Milliman 2000). Research also suggests that consumers will visit the supermarket with a shopping list in hand. Still, their presence in the store is capable of diverting them from their mission and leading to impulse purchasing (Abu Bashar and Irshad Ahmad, 012).

Studies have shown that customers enter a supermarket with a list of items they want to purchase; however, the visual perception while inside the store often leads to impulse buying (Beatty and Ferrell, 1998; Rook, 1987). It has been found that customers will often go to a supermarket with a predetermined list of items to purchase, but the influence of the store is more likely to divert their attention from the task at hand, and they will fall into purchasing on impulse (Bhakat and Muruganantham 2013). Consumer mood is of extreme psychological importance in shaping consumer choices in shopping settings (Tarka, Kukar-Kinney, and Harnish 2022). Consumer mood refers to the affective atmosphere (positive or negative) in which one finds oneself while shopping, influencing impressions, attitudes, and purchasing behaviours (Gardner, 1985).

II. LITERATURE REVIEW

A) Visual Merchandising

Retail visual merchandising is a strategic process to maximise product visibility and appeal, driving sales (Ibrahim Adam, 2019; Kerfoot, Davies, and Ward, 2003). Good visual merchandising, then, must influence buying at the point of sale (Hefer 2013). The ultimate goal is to capture customer attention, provide convenience, and facilitate both intended and impulse purchases through a well-organised store environment (Kumara, Wannichchi, and Kumara 2016). Retailers employ diverse visual merchandising techniques, including store formats, shelf layouts, illumination, colours, signage, and promotions, to achieve maximum product visibility (Štulec, Petljak, and Kukor 2016; Tantanatewin and Inkarojrit 2016). Trade promotions use visual merchandising in trade promotion (store and storefront) mostly as pack offers/ seasonal offers to pull the customer and motivate them for impulsive purchases (Mannohar Dasare, Narwade, and Khan 2024; Sigurdsson, Engilbertsson, and Foxall 2010). Store layout is characterised by grid or racetrack store design, centred on customer flow pattern, product layout maximisation and easy movement. Cross-merchandising, such as placing chips in the soft drink aisle or toiletries next to the soap category of personal care products, is a commonly used strategy to increase basket size and enhance the shopping experience (Dreze and Hoch, 1998; Parsad, Sanjeev Prashar, and Sai Vijay Vinita Sahay, 2019). What is placed and what goes on a shelf is extremely important to consumer selection in Retailing (Chandon et al., 2011; Sloot, Dennis, and Verhoef, 2006). The model-emphasising products at eye level or in end-caps, along with in-store presence of topical promotion, have been shown to significantly increase the purchase rate and evoke memories (Chandon et al., 2011; Sigurdsson & Larsen, 015). Well-designed and attractive signs can ease a customer's shopping experiences by directing them to different product categories, presenting a price off, and introducing value propositions of the products (Sigurdsson and Larsen 2015). All of this combined work not only increases sales potential but also makes customers' shopping more convenient and enables satisfaction, further motivating them to return and buy.

B) Impulse Buying Behaviour

Impulse buying in stores is an unplanned acquisition of products by a shopper who had not planned to acquire them, triggered by stimuli in the store like appealing point-of-purchase displays, store promotions, and store layout, or internal sources like mood, spontaneous desires, or hunger (Amos, Holmes, and Keneson 2014). Such external stimuli are being used consciously by retailers, e.g., product placements at checkout stands and promotional strategies, to induce unplanned buying, which can generate tremendous incremental sales. Impulse buying behaviour is seen as irrational behaviour (Amos et al. 2014). Perceived behavioural control deficit is responsible for impulse buying behaviour (Verplanke & Aarts, 1999; Verplanken & Herabadi, 001). Sales promotions are often triggered by impulse buying across various product categories (Bhatti and Latif, 2013; Rook, 1987).

C) Shopper Mood

Impulse buying is influenced by the good feeling of customers that causes pleasure and arousal, which are also generated unconsciously. The activation of the reward system and the release of chemicals (such as dopamine) that make people feel pleasure can be explained as the link between these things, thus giving them instant gratification (Amos et al. 2014; Verplanken and Sato 2011). Different moods can also be used as a device to avoid negative moods that may result from unpleasant experiences (Gardner 1988). The buying mood can be induced by situational requirements, deal availability, time urgency, product availability, and social pressure (Sun, Zhang, and Zheng, 2023). Moods of shoppers serve as mediator agents in the sense that they are moderated between different marketing stimuli (e.g., multisensory marketing) and shopper behaviour, such as impulse purchase (Spence et al., 2014; Tu et al., 2017). A good mood, for example, can serve as the mediator between pleasant shopping surroundings and a consumer's buying intent. Marketers use it to develop good atmospherics, influencing

shopper mood and inducing desired responses such as higher impulse purchases or making shoppers enjoy shopping more (Osman et al., 014).

D) Research Gap

Although impulse buying and visual merchandising have been researched extensively, relatively few studies have examined the mediating influence of shopper mood in this correlation, especially in supermarkets. The existing literature focuses either on impulse buying behaviour or visual merchandising techniques in and of themselves. Still, the psychological process of mood as a mediator has not yet received due attention. This hinders understanding of store presentation and the store environment's impact on consumer feelings, which drive unexpected purchases.

E) Research Objectives

- To investigate the extent to which the visual merchandising characteristics (window display, floor merchandising, promotional signs, in-store forum) impact supermarket impulse buying behaviour.
- To check if customer mood can act as a mediator for impulse buying and visual merchandising
- To determine which aspects of visual merchandising most affect customer mood
- Help to understand how supermarket retail policies can use visual merchandising to promote impulse purchasing through emotional influence.

F) Conceptual Framework

This framework proposes a model in which purchase impulse behaviour is triggered by visual merchandising factors, while consumer mood acts as a mediator. The starting point is the S-O-R model. In this model, the environment external to an individual influences the internal, which then influences behaviour. The elements of Visual Merchandising (VM), such as window displays, in-store forums, floor merchandising, and promotional signage, can also be regarded as environmental cues to induce consumers' moods. Retail environment design and consumer affective response are intertwined in a way that the former influences the latter and vice versa in a cycle that can be very difficult to detect. Shopper sentiment as a mediator in the relationship between visual merchandising and impulse buying behaviour. As such, VM's influence on impulse buying is mediated by the shoppers' mood. Strong visual merchandising can create a welcoming environment, which is often what convinces customers to make those impulse buys. This model lays out a systematic way to comprehend and measure these intricate and complex relationships among retail environment design, consumer affective response, and buying behaviour.

G) Hypothesis of the Study Area

H1: The consumer's attention is captured through the application of visual merchandising, leading to a spontaneous purchase of the product in the supermarket.

H2: The Mood of customers is the factor which raises the likelihood of impulse purchase to a great extent.

H3: The mood of the consumer acts as the mediator between visual representation and instantaneous consumption.

III. METHODOLOGY

This study comes under the category of descriptive research. It is based on "The Role of Consumer Mood as a Mediator in the Linkages between Visual Merchandising and Impulse Buying Behaviors in Supermarkets", with reference to Tiruchirappalli. A questionnaire is prepared, and data is collected on a 5-point Likert scale from a sample of 280 customers who shop in supermarkets using systematic and purposive sampling techniques. The survey tool includes items assessing the four dimensions of visual merchandising (floor merchandising, in-store forum, window display, and promotional signage), the mediating variable shopper mood, the dependent variable impulse buying behaviour, and demographic variables. Before its final administration, the tool is pilot-tested for reliability and comprehensibility and expert verification guarantees content validity. Quantitative analysis is undertaken in SPSS, including descriptive analysis, reliability tests, and exploratory factor analysis.

Additionally, reliability tests are conducted in AMOS for confirmatory factor analysis (CFA) and structural equation modelling (SEM). Reliability test is checked by Cronbach's alpha and composite reliability, whereas CFA, AVE and discriminant validity are used to confirm construct validity. Visual merchandising directly influences the shopper's impulse buying behaviour based on the SEM model, which also considers the mediation of shopper mood and the model fit measurements such as CFI, TLI, RMSEA, and SRMR. In cases where the mediating variables are significant, bootstrapping tests are used to assess the indirect effects. Ethical principles have been upheld through measures such as informed consent, anonymity, and voluntary participation. The sample was confined to Tiruchirappalli, and the cross-sectional self-reported data limited the generalizability of the results. However, this study suggests that visual merchandising (VM) influences the consumer's mood, thereby leading them to engage in impulse buying. The results have both theoretical and practical implications for supermarket managers.

IV. RESULTS AND FINDINGS

A) Socio-Demographic Character

Table 1. Socio-Demographic Characteristics Table

Category	Label	N	%
Gender	Male	118	42.1%
	Female	162	57.9%
Age Group in years	Up to 20	15	5.4%
	21-30	47	16.8%
	31-40	56	20.0%
	41-50	84	30.0%
	Above 50	78	27.9%
Educational Qualification	School Level	24	8.57%
	Diploma	36	12.86%
	Undergraduate	122	43.57%
	Post Graduate	84	30%
	PhD	14	5.0%
Family Income Level	<20,000	61	21.8%
	20,001-40,000	87	31.1%
	40,001-70,000	76	27.1%
	70,001-1,20,000	33	11.8%
	>1,20,000	23	8.2%
Frequency of Purchase	Occasionally	53	18.9%
	Weekly	97	34.64%
	Monthly	81	28.93%
	Fortnightly	36	12.86%
	Daily	13	4.6%

The demographic breakdown illustrates that the majority of respondents are female (57.9%), which aligns with the reality that women dominate supermarket shopping and are thus more likely to be influenced by visual merchandising ideas that promote impulse purchases. By age, the largest share is in the 41–50 years (30%) and thereafter in those above 50 years (27.9%), indicating that middle-aged and elderly persons make a large share of the consumers in the supermarkets of Tiruchirappalli, but even younger groups (21–40 years, 36.8%) make a considerable consumer base. Educational history indicates that the highest percentage of respondents are postgraduates (30%) and undergraduates (43.57%), suggesting that the target customer is highly educated. This may have a positive effect on their attitude toward the store format, display, and advertisement signage. Family income has been categorised into two segments: the front segment between ₹20,001–₹40,000 (31.1%) and ₹40,001–₹70,000 (27.1%), reflecting that the middle class is the primary target segment with the least coverage by higher-income segments. Purchase frequency patterns indicate that monthly (28.93%) and weekly (34.64%) buying predominate, with minimal amounts bought daily (4.6%). Thus, supermarket merchandising programs need to be programmed to capture periodic shoppers with planned purchases, but also open to buying by impulse on the way. Overall, the demographic scenario shows that Tiruchirappalli supermarkets target educated, middle-class, female, and middle-aged customers whose moods and behaviors for shopping can be easily influenced by winsome visual merchandise stimuli to trigger impulse buying.

B) Reliability, Validity and Correlation Analysis

Table 2. Measurement Model: Reliability, Validity, and Correlations of Constructs

Construct	AVECR		Cron Bach's α	KMO	Bartlett's Test			IMP	CSM	WDS	ISD	FLM	PMS
					χ^2	df	Sig.						
IMP	0.634	0.912	0.912	0.921	1000.06	15	<.001	1	0.462	0.078	0.126	0.035	0.020
CSM	0.580	0.892	0.892	0.908	833.701	15	<.001	0.462	1	0.210	0.162	0.060	0.024
WDS	0.563	0.865	0.865	0.871	596.153	10	<.001	0.078	0.21	1	0	0.024	0.005

ISD	0.580	0.873	0.873	0.878	633.352	10	<.001	0.126	0.162	0	1	0.014	0.002
FLM	0.561	0.887	0.860	0.863	580.619	10	<.001	0.035	0.060	0.024	0.014	1	0.036
PMS	0.566	0.884	0.868	0.874	606.859	10	<.001	0.020	0.024	0.005	0.002	0.036	1

The measurement model possesses high discriminant validity, validity, and reliability characteristics in all the constructs. Internal reliability was ensured because Cronbach's alpha (0.860–0.912) and Construct Reliability (CR = 0.865–0.912) were both higher than the 0.70 cut-off requirement (Ahmad et al., 2024), and this indicates that all of the constructs are being measured reliably. Convergent validity was confirmed because AVE ranged from 0.561 to 0.634, indicating that all constructs are measuring over 50% of the variance explained by the indicators. Sampling adequacy was also confirmed on the basis of KMO values ranging from 0.863 to 0.921, and Bartlett's test of sphericity was significant for all constructs ($\chi^2 = 580.619$ – 1000.06 , $p < .001$), thus confirming that the data are suitable for factor analysis. Discriminant validity was also ensured: all the inter-construct correlations were below the respective ones' AVE squares, the highest being CSM and IMP with 0.462, an average relationship, while others were very low (0.002–0.21), indicating the constructs to be distinct empirically. Overall, these findings demonstrate that the Window Display (WDS), In-store Forum (ISD), Floor Merchandising (FLM), Promotional Signage (PMS), Customer Mood (CSM), and Impulse Buying Behaviour (IMP) scales are valid, reliable, and suitable for additional structural and mediation analysis.

C) Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) was employed to examine the factor structure of the measurement scales. Kaiser–Meyer–Olkin (KMO) values ranging between 0.863 and 0.921 and Bartlett's test of sphericity, significant $\chi^2 = 580.619$ – 1000.06 , $p < .001$ across all the constructs revealed sample adequacies that were documented and that there were sufficient correlations among the items to be able to extract the factors. Principal Axis Factoring with Promax rotation was used since the constructs were expected to intercorrelate. The pattern matrix showed that the items loaded highly on the latent factors, with the largest loadings ranging from 0.61 to 0.84 and no cross-loading, thereby establishing the distinctiveness of the constructs. The factorial variance explained by the factors was adequate, and the items reflected the Latent Constructs of Window Display, In-store Forum, Floor Merchandising, Promotional Signage, Customer Mood, and Impulse Buying Behaviour. These results suggest that the scales were of some factorial structure and were suitable for further structural equation modeling.

D) Model Fit Analysis

Table 3. Model Fit Summary

Indices	GFI	AGFI	CFI	TLI	RMSEA	RMR
Value	0.915	0.905	1.000	1.005	0.000	0.024

Here, there is no doubt that the structural model is well fitted with the data. The goodness-of-fit index (GFI = 0.915) and the adjusted goodness-of-fit index (AGFI = 0.905) both attained minimum cut-off values of 0.90. That will reflect that the model data is properly fitted. Incremental fit index scores were also positive with the comparative fit index (CFI = 1.000) and Tucker–Lewis's index (TLI = 1.005), both well beyond the cut-off of 0.95, corroborating the hypothesized model as an ideal fit with the observed covariance matrix. Root mean square error of approximation (RMSEA = 0.000) was less than the cut-off rate of 0.05, which measures how well the model fits the population to which the model refers, and root mean square residual (RMR = 0.024) was very small, which also indicates nearness of estimated covariances and true covariances of the data. Together, the indices are a promise that measurement and structure models are appropriately specified and valid to utilize in an effort to investigate the assumed relationships in the study.

E) Path Analysis using Structural Equation Modeling

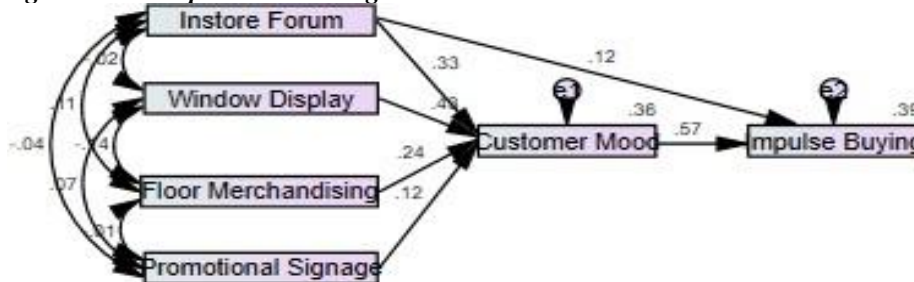


Figure 1. Structural Equation Modelling

The model fit of the data for the structural equation modelling analysis is satisfactory with some tremendous goodness-of-fit indices (Hu & Bentler, 1998). Chi-square to degrees of freedom ratio (CMIN/DF) = 0.735 ($p = 0.531$), Goodness-of-Fit Index (GFI) = excellent 0.997, Comparative Fit Index (CFI) = excellent 1.000, and Root Mean Square Error of Approximation (RMSEA) = good 0.000, which shows the model was a good fit to analyze. When we examine individual path coefficients, we find that all four store environment variables have significant positive correlations with Customer Mood. The results of the analysis show that window display had the highest contribution ($\beta = 0.43$, $p < 0.001$) to customers' good mood. Customer-employee interactions and between customers in an in-mall area were the second impacted dimension ($\beta = 0.33$, $p < 0.001$), and merchandise on the floor and advertising signs had the least impact ($\beta = 0.24$, $p < 0.001$; $\beta = 0.12$, $p = 0.010$), respectively. Customer mood was also a significant predictor of supermarket shoppers' impulse buying ($\beta = 0.57$, $p < 0.001$), and for in-store forums to have direct, significant influences on supermarket shoppers' impulse-buying behavior ($\beta = 0.12$, $p = 0.017$). In total, the complete model explained 35.9% of the variation in customers' mood and 38.7% of the variation in impulse buying among supermarket shoppers.

V. HYPOTHESIS TESTING

H1: The consumer's attention is arrested due to the application of visual merchandising, and they create a spontaneous purchase of the product in the supermarket.

The study testified that the direct impact of visual merchandise features such as window display, floor merchandising, and promotion sign on impulse purchase was not significant, but the in-store forum equated to a significant yet minimal direct impact on impulse purchase ($\beta = 0.120$, $p = .017$). The mood of the customer, however, had been significantly influenced by all the visual merchandise features, and there was a good prediction of impulse purchase behavior. This means that the visual merchandising impulse buying effect is indirectly, via customer mood, with minimal contribution from the in-store forum, and therefore partially supports the hypothesis.

H2: The Mood of customers is the factor which raises the likelihood of impulse purchase to a great extent.

Path analysis is affirming impulse buying tendency to be strongly and positively affected by the mood of the customer ($\beta = 0.570$, $p < .001$), thus affirming that customers who are in good moods will purchase more impulsively, thus affirming the hypothesis in its entirety.

H3: The mood of the consumer acts as the mediator between visual representation and instantaneous consumption.

The mediating impacts indicated that all four visual merchandising dimensions significantly indirectly affected impulse buying via shopper mood. More precisely, the indirect effect of window display on impulse buying through shopper mood was a significant one ($\beta = 0.247$, $p < .001$), floor display ($\beta = 0.136$, $p < .001$) in-store forum ($\beta = 0.189$, $p < .001$), as well as promotional signage ($\beta = 0.071$, $p = .008$). These findings confirm that shopper mood is an essential mediator in the relationship between visual merchandising tactics and impulse buying behaviour for supermarkets.

A) Discussion

The mediating effect of customer mood in the S-O-R model between visual merchandising and impulse purchasing behavior at supermarkets in Tiruchirappalli was tested in this study, with strong support for the S-O-R model. It is concluded in this study that store atmosphere (Stimulus) has a significant effect on the customer's mood (Organism), which acts as a mediator to influence the customer's purchasing behavior (Response). Partial support of H1 was witnessed in the fact that the in-store forum alone had a significant effect on impulse purchase, and this indicates interactive and interactive point of sale promotion, e.g., product demonstration or event, can trigger reflex purchase immediately without necessarily altering the consumer's mood. Other elements, such as window displays, floor displays, and advertising signage, are more ambience drivers of shopper mood, increasing the likelihood of impulse buying, rather than affecting the attempt to buy. H2 was significantly supported, where shopper mood positively impacted impulse buying ($\beta = 0.570$, $p < .001$) because positive affective states inhibit cognitive control and greater exposure to impulsive buying. H3, the most significant of the findings of the study, posited shopper mood as the focal mediator in which each of the four dimensions of visual merchandising had a direct impact on impulse purchase through mood and stipulated the emotional channel as the focal process in which merchandising influences sales. Among the merchandising traits, window displays contributed the most toward atmosphere ($\beta = 0.43$), followed by in-store forums ($\beta = 0.33$) and floor merchandising ($\beta = 0.24$) and reflect the importance of developing proper first impressions, interactive displays, and efficient store space arrangements, but promotional signage, although huge ($\beta = 0.12$), was the lowest to contribute toward emotional attachment.

B) Practical Implications

The study offers a list of supermarket rules of thumb for store managers. At the top of the list should be building an emotionally appealing store retail environment, rather than product positioning, because the customer is a key driver of sales. Investments in attractive-looking windows and front-door merchandising, the "curb appeal" of the store can create a good impression and build consumer optimism. Third, the development of in-store fundamentals, such as tasting posts, product

displays, or theme displays, will leverage the in-store forum's ability to generate mood and induce purchases at the point of sale. Finally, good floor merchandising, such as open and unobstructed aisles to pass through, an orderly layout, and ample illumination, also avoids consumer frustration and creates a pleasant ambient setting, stimulating consumers to remain in the store for extended periods and make impulse purchases.

C) Limitations and Future Research

There are some limitations in this research, and these can be the subject of future work. The study was carried out in the markets of Tiruchirappalli, and the outcome is therefore not generalizable elsewhere in society. Secondly, the study is based on cross-sectional self-reporting and, therefore, open to recall bias. Prospective studies can employ diachronic or observational methodologies and collect more variable data regarding shopping. Third, this study divided visual merchandising into four important dimensions; additional research can investigate the effect of restricted factors, such as colour psychology, lighting temperature, or in-store music, on consumers' mood and behaviour.

VI. CONCLUSION

This study strongly affirms that shopper cataleptic mood is a robust and effective mediator between impulse shopping and visual merchandising in supermarkets. A direct influence may exist weakly on some aspect of visual merchandising (e.g., customer forums inside the stores), but the primary method of inducing unplanned purchases is through an indirect path, affecting shopper mood. The study verifies that the S-O-R model holds true through the explanation of how a properly designed store environment (Stimulus) induces the customer to feel pleasantness (Organism), and therefore leads them to indulge in impulsive shopping (Response). The final retail lesson is valuing the customer's emotional experience as a sales driver. Through good visual design, especially with successful point-of-sale or window promotion, supermarkets are able to create a good (emotional) environment, which will lead to shoppers enjoying shopping more and sales increasing through impulse buys. As pressure on retail continues to intensify, managing the glamour will no longer be a bonus; it will be a requirement.

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