

## The Role of Visual Merchandise in Changing the Purchase Decision of Shoppers within Retail Stores in Jordan

### Peran Visual Merchandise dalam Mengubah Keputusan Pembelian para Pembeli di Toko Ritel di Yordania

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#### Abstract

*Attracting new customers means to take novel measures by stores. Nowadays, stores are designed in order to guarantee a fast purchase decision by customers. The current study seeks to understand the role of visual merchandise on decision of purchasers to buy a certain item. The variables taken into considerations are color, landscaping, texture, communication and Décor. Sample of study consisted of 1000 individuals from commercial complexes and malls in Jordan. Through the quantitative approach depending on self-administered questionnaire, results of study indicated that color and landscaping are the most influential factors that may influence the purchase decision of individuals, followed by texture, communications, and décor. The study therefore recommends that store managers should pay more attention to the details of the stores in a way that matches the taste of people who attend these stores.*

**Keywords:** Visual Merchandise, Purchase Decision, Shoppers, Retail Stores, Jordan.

#### Abstrak

*Menarik pelanggan baru berarti mengambil tindakan baru oleh toko. Saat ini, toko dirancang untuk mendorong pelanggan mengambil keputusan pembelian secara cepat. Studi saat ini berupaya untuk memahami peran visual barang dagangan terkait keputusan pembeli untuk membeli barang tertentu. Variabel yang dipertimbangkan adalah warna, lansekap, tekstur, komunikasi, dan dekorasi. Sampel penelitian terdiri dari 1000 orang dari kompleks komersial dan mall yang ada di Yordania. Melalui pendekatan kuantitatif dengan kuesioner yang dikelola sendiri, hasil penelitian menunjukkan bahwa warna dan lansekap adalah faktor yang paling berpengaruh yang dapat mempengaruhi keputusan pembelian pembeli, setelahnya diikuti oleh faktor tekstur, komunikasi, dan dekorasi. Oleh karena itu, penelitian merekomendasikan bahwa manajer toko harus lebih memperhatikan detail toko sesuai selera pengunjung toko-toko ini.*

**Kata Kunci:** Visual Merchandise, Keputusan Pembelian, Pembeli, Toko Ritel, Yordania.

#### Introduction

Organizations are always looking for ideas and approaches that may help in increasing the attention of customers towards their goods and services (Archakova, 2015). There appeared many processes which organization employ in order to increase their customers and make them more interested in the goods and services that they provide. One of these approaches is visual merchandise. As described by Krishnakumar (2014), visual merchandise entails retail business creating a contemporary and consumer-friendly experience for prospective customers achieved by a unique merchandising and retail design. This display or feature area creates spark, glamour, sparkle, oomph, and the stage in the retail store compelling consumers to stop, look and purchase (Mathew, 2008).

In view of Krishnakumar (2014), in doing this, retailers recognize that the moment

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of real purchase occurs at the point of purchase where the consumer experiences and sees at the store in real-time. Supporting this view, Bhalla and Anuraag (2010) advanced that visual merchandising communication or 'silent salesman' allows retailers to engage in suggestive selling achieved by the salesperson strategically presenting and displaying items in stores with view to communicate the benefits and features of the merchandise. The argument for the visual merchandising communication is that window display and other practices that promote customer appeal and improve visual merchandise, including digital signals, stylish fittings and fixtures may attract potential customers and convert them into spenders.

In view of this argument, studies conducted within different contexts have suggested that visual merchandise may play a role in consumer behavior and in particular in influencing their purchase decisions. For example, within the context of the apparel industry, Hefer and Cant (2013) noted that visual merchandising used in a retail store highly influences the consumers' shopping experience emphasizing that the way products are promoted and displayed in a retail store may vastly impact on consumer responses and quantity of retail sells made by the merchandise. In this explorative research, Hefer and Cant (2013) found that visual merchandising displays in a retail store serves as a guide to consumers' decisions, and that the buying behavior of consumers is influenced at the subconscious level depending on their gender, personal preferences and the eminence of the merchandising displays in a retail store. In a similar study conducted within the context of Sri Lanka's clothing retail store, Wanniachchi and Kumara (2016) found evidence that visual merchandising elements influence consumer buying behavior. According to Wanniachchi and Kumara (2016), visual merchandising interior and exterior elements, notably exterior designs, window displays, entrance, marquees, colors, interior signs, mannequins, lightings, music, space and layouts, cleanliness, creative display, fragrance, focal points, and video display positively impacts on consumers' purchasing behavior. This view was further reinforced by Rego et al. (2016) that lightening, decoration and colors are influential when it comes to attracting customers to the store. Similarly, Shergill and Chen (2008) stated that open space are one of the most important aspects that may influence the intentions of customers to enter the store.

Concurring with others, Shankhwar (2017) visual merchandising influences in store promotion activities and through various visual merchandising approaches such as signage, graphics, space management, lighting, props, and fixtures influences consumers to engage in impulse buying. In this way, Shankhwar (2017) noted that visual merchandising may increase the traffic of consumers to the retail store, pull more consumers, and increase their profitability and sales figures of the business. Shankhwar (2017) further highlighted that merchandising improves the overall presentation of the retail store leading to the increase in sales, growth, and profitability of the enterprise. It enables an enterprise to increase the attractiveness of the store achieved by improving consumers' shopping experience by delivering the right message presented in a unique way to consumers in an attempt to persuade them to purchase the product.

This view is reinforced by Saluja (Saluja, 2017) within the Indian context. According to Saluja (2017) merchandising activities may influence shoppers' impulse buying decisions and urges and that a good store layout facilitates consumers to identify information and products easily and encourage impulse buying. According to Saluja (2017) good store layout creates positive experiences in consumers by facilitating them to easily find products they look for, and providing a sufficient signage and logical store layout. These studies though inconclusive suggest that visual merchandise may play a

role in changing the purchase decision of shoppers within retail stores. However, few studies have been conducted within the Jordan context to assess the relationship between visual merchandising and consumers' purchasing decisions. On this basis, the present study examines the influence of the visual merchandise elements namely color, communication, décor, texture, and landscaping on Jordanian customers' purchase intention.

Based on the problem statement above, the current study seeks to answer the following questions: what are the most common visual merchandise elements used by stores to attract customers?; what is the influence of visual merchandise elements applied on purchase decision of customers?; and to what degree are visual merchandise elements useful to tackle the purchase decision of customers?

#### Customer Behavior Theory

Basically, a purchaser is a person who buys, has the ability to buy, merchandise and ventures offered available to be purchased by advertising establishments all together to fulfill individual or family unit needs, needs, or wants (Bray, 2008). As will be noted from the definition, referral is made to a person. Along these lines, one should first concentrate on human conduct, since purchaser conduct, as indicated by Persson (2013). Human conduct, in this way, " ... alludes to the aggregate procedure whereby the individual interfaces with his condition" Curth, Urich and Benkenstein (2014). Human conduct includes each idea, feeling or activity by individuals. This suggests that each idea, thought process, sensation and choice that are made each day, is delegated human conduct. Gong (2017) give a connection between human conduct and buyer conduct, by expressing that purchaser conduct has been characterized as the investigation of human conduct in a buyer part. Shopper conduct, as indicated by Meadows (1977), speaks to particular sorts of human activities, specifically those worried about the buy of items and administrations from promoting associations.

Hjort et al. (2013) characterizes consumer behavior as: the procedure whereby people choose whether, what, when, where, how, and from whom to buy products and enterprises. Roos and Gustafsson, (2011) give an alternate definition by clarifying consumer behavior as: 'the investigation of the purchasing units and the trade forms engaged with securing, devouring, and discarding products, administrations, encounters, what's more, thoughts.' This definition concentrates on purchasing units trying to incorporate not just the individual yet additionally bunches that buy items or administrations. Gong and Choi (2016) characterize consumer behavior as 'the conduct that shoppers show in hunting down, acquiring, utilizing, assessing, and discarding items, administrations, and thoughts'. Daunt and Harris ( 2012) expand on the definition by clarifying that consumer behavior is, along these lines, the investigation of how people settle on choices to spend their accessible assets (time, cash, exertion) on utilization related things. It incorporates the investigation of what, why, when, where and how frequently they buy and how they utilize the acquired item. What's more, it incorporates every one of the practices that buyers show in looking for, acquiring, utilizing, assessing and discarding items and administrations that they expect will satisfy their requirements.

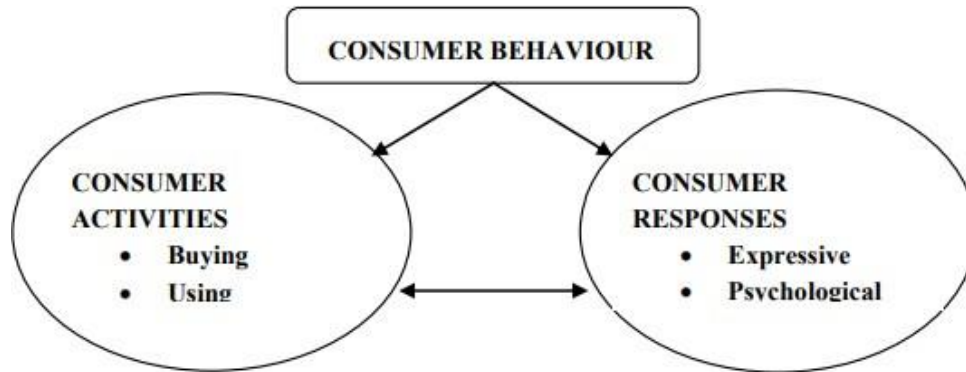


Figure 1. Customer Behavior (Hefer & Cant, 2013)

### Visual Merchandise

Visual merchandising communication is the introduction of products at its finest; show is the charm, the start, the stage, the attraction and shimmer that encompasses a store and influences the buyers to stop, look, and purchase what has been put together with mind and gave aptitude (Kerfoot, Davies, & Ward, 2003). These showcases are otherwise called 'Highlight Zones'. Visual merchandising communication utilizes inventive strategies to spare both the sales representatives and the customer's opportunity by making shopping easy. The visual promoting show process is frequently alluded to as the 'Noiseless Businessperson' by furnishing the purchasers with data through visual mediums, and in addition by suggestive offering - proposals to add things to a customer's unique buy (Truong, 1979) This procedure is frequently alluded to as the 'Visual Marketing Correspondence Process'. A lot of correspondence between the retailer and the customer takes place using visual merchandising. The retailer conveys to the customer by methods for their store, the store's inside plan, format, atmospherics and marketing shows. Visual merchandising communication are much of the time used to present new items or brand segmentations to buyers, and in addition to finish a store (Seock & Lee, 2013). This is an arranged and precise way to deal with show the stock that is accessible in the store. Visual marketing shows perform diverse capacities in an attire retail outlet, for example, supporting deals, to help the retail systems, to speak with buyers and to help with conveying the form retailer's image picture (Lea-Greenwood, 1998). Showing stock in windows was the principal indication of visual promoting shows, along these lines it was destined to increment deals by first pulling in customers through the energy of window shows and after that through in-store visual automating shows. According to Kim (2013) these marketing communication strategies urged the customers to stay in the store, buy the item, and have a positive retail involvement with the end goal for them to come back to a similar store. Retailers understand that the manner by which they utilize visual marketing shows has the ability to make pictures of the items in the brain of buyers. Visual merchandising is presently a huge device for retailers with a specific end goal to draw in and lure shoppers (Mohammadi & Mohamed, 2011).

Ha, Kwon and Lennon (2007) accentuate on how visual merchandising ought to be joined into one's business methodology by clarifying the significance of a visual plan that guides one to settle on choices with respect to the look of a boutique. Certain elements are laid out in the investigation, for example, value proposal, design, client reaction and marketing that assumes a key part in giving the clients a thought of the different parts of the boutique, which thus influences their allure and inclination to purchase from that specific boutique. It is said that adhering to a decent visual advertising design will help any organization to effortlessly and viably build up a brand picture with its objective

market. The investigation infers that the previously mentioned orders with respect to the visual viewpoint, would end up being of tremendous help in setting up a boutique in a successful way and that it can spare time, cash, and gain steadfast and also long haul clients. Based on that, there are several aspects that may influence the idea of visual merchandising communication; these elements include: graphics and signage, trends and moot boards, space management, numeric and visuals, uniform and mannequins, synergy among the different stalls, out of the box thinking, merchandise planning, and range planning (Widyastuti, 2018). However, the most apparent and usable visual merchandize elements are (Ha et al., 2007).

#### Color

Refers to the choices of colors in the store which are normally chosen in a very precise way given that consumers tend to be visual, so they spend more time in the store roaming around and the idea of colors are supposed to be appealing for them. For sure marketers should be more aware of the type of the products that are being sold in the store, babies' needs store colors differs from the luxury brands which in its turn differs when it comes to store that are selling youth stuff (Law, Wong, & Yip, 2012).

#### Landscaping

Refers to the overall design of the store, the landscaping should be simple and able to take the shoppers eyes to the focal point of the store. The idea behind landscaping is to give the essence of the store as well as encourage shoppers to be more involved in the store and enter the main gate leading them to roam around the products and end up in deciding to buy (O'Reilly, Foster, Murray, & Shimizu, 2015).

#### Texture

Refers to the surfaces in the store, the contrasts between the colors and the feelings and the way the store managed to shows their goods and services in a way that may create visual interest among customers (Taskiran, 2012).

#### Communication

This refers to the nature of communication that takes place between the customers and the employees within the store, the level of harmony that the employees hold in reference to the store décor, look and lighting. It also refers to the degree of understanding that employees have on the goods and services that are presented within the store and their ability to help customers be more attracted and initiate their purchase intention and decision (O'Reilly et al., 2015).

#### Décor

The décor here refers to the way the products are designed and displayed in front of the customers, it also refers to the overall décor of the store in terms of the colors used, material, attraction and coziness that a store can appear in front of customer. This concept plays a huge role in attracting customers to a certain place and make them go into the store and try to look around and buy items from that store. The décor includes the signs, sample, symbols and the pricing tags that are available in the store (Kunz & Rupe, 1999).

#### Purchase Intention and Decision

Customer decision-making has for some time been important to scientists. Starting around 300 years back early business analysts, drove by Nicholas Bernoulli, John von Neumann and Oskar Morgenstern, began to look at the premise of buyer decision-making. This early work moved toward the subject from a monetary point of view, and concentrated exclusively on the demonstration of procurement. The most pervasive model from this point of view is '*Utility Theory*' which recommends that customers settle on decisions in light of the normal results of their choices. Customers are seen as

reasonable chiefs who are just worried about self-intrigue (Kudeshia & Kumar, 2017). Where utility hypothesis sees the customer as a '*rational economic man*', contemporary research on Consumer Behavior considers an extensive variety of components affecting the buyer, and recognizes an expansive scope of utilization exercises past acquiring (Archakova, 2015). These exercises ordinarily incorporate; require acknowledgment, data seek, assessment of options, the working of procurement goal, the demonstration of buying, utilization lastly transfer. This more total perspective of customer conduct has advanced through various recognizable stages over the previous century in light of new research systems and paradigmatic methodologies being embraced (Afzali & Ahmed, 2016).

### Methodology

Current study employs the quantitative approach (1000 individuals from commercial complexes and malls in Jordan) in reaching answers to its questions. The quantitative approach is basically interested in finding the results of study through numbers, after gathering the numbers those numbers gets to be translated into words that are related to the main hypothesis and able to give rejection or acceptance to the main hypothesis of the study (Moilanen, Wilson, & Possingham, 2009). From that point, the researcher employed the questionnaire as a quantitative tool in order to gather the needed data from the sample of the study. The questionnaire was divided into two main sections; the first took into perspective the demographic variables of study sample (gender, age, educational level, and income) while the other section was related to the study dependent variables (Color, Landscaping, Texture, Communication and Décor). From the study's question researcher was able to form the following hypotheses:

Main Hypothesis

H0: Visual Merchandising elements positively Influences the Purchasing Decision

Sub-hypotheses

H1: Color positively Influences the Purchasing Decision

H2: Landscaping positively Influences the Purchasing Decision

H3: Texture positively Influences the Purchasing Decision

H4: Communication positively Influences the Purchasing Decision H5: Décor positively Influences the Purchasing Decision

Based on the aforementioned hypotheses, the following figure represents the model of the study.

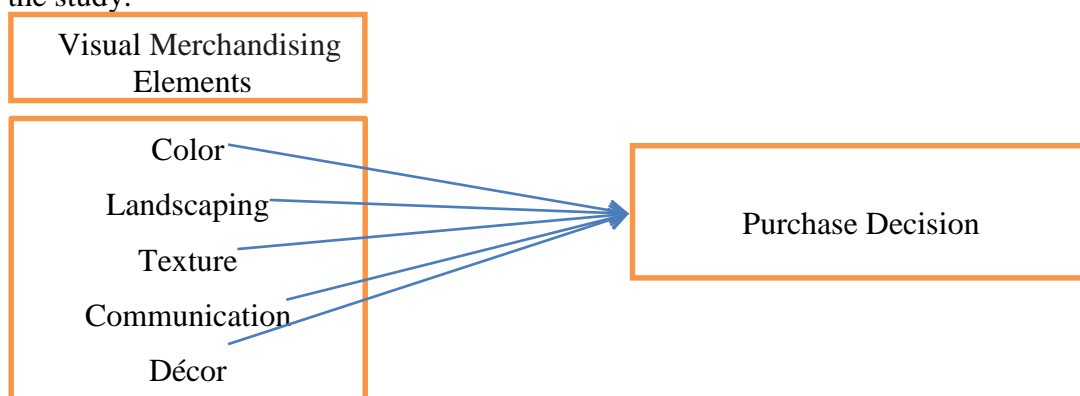


Figure 2. Model of the study (Hefer & Cant, 2013; Meenakumari, 2013)

Visual Merchandising: refers to everything that a customer sees within a store including the designs, colors, sections, interiors and exteriors which plays a role in giving a positive

image to the store among individuals. Color: one of the visual merchandising elements which refers to the choices of colors in the store which are normally chosen in a very precise way given that consumers tend to be visual. Landscaping: one of the visual merchandising elements refers to the overall design of the store. Texture: one of the visual merchandising elements refers to the surfaces in the store, the contrasts between the colors and the feelings and the way the store managed to shows their goods and services in a way that may create visual interest among customers. Communication: one of the visual merchandising elements refers to the nature of communication that takes place between the customers and the employees within the store, the level of harmony that the employees hold. Décor: one of the visual merchandising elements refers to the way the products are designed and displayed in front of the customers, it also refers to the overall décor of the store in terms of the colors used, material, attraction and coziness that a store can appear in front of customer. Purchase Decision: the decisions made about purchasing either products or services from a retailer.

**Reliability Test**

A reliability test was carried out using Cronbachs’ alpha, The result showed a value of (0.837) for the all items as well as alpha for each variable is greater than accepted percent 0.60, which is a reasonable value indicating the tool consistency that enhanced its use for the study.

**Populations and Sample**

The population of the study consisted of all customers in Jordan. However, the researcher has chosen a total of 1300 customers within the commercial complexes, malls and stores in Jordan. Questionnaires were distributed manually by paper on individuals from different shopping mall and commercial complexes. Response to the questionnaire wasn't mandatory as individuals had the chance to either respond or neglect the questionnaire bearing in mind that eah questionnaire consisted of 33 questions on 5 liker scale (strongly agree, agree, neutral, disagree, strongly disagree). Due to the freedom to response or withdrawal; researcher was able to retrieve 1000 properly filled questionnaire which resembles a Response Rate of 76.9% of the total sample which a percentage that is statistically accepted.

**Results and Discussion**

The following section presented the results of the study. The section was divided into two parts; the first part presented the demographic variables while the other part presented the analysis of the gathered data based on the respondents' answers to the questionnaire. Demographic variables covered include participants’ age, education level, income, and also gender (males or females).

Table 1. Sample Characteristics according to Demographic Variables

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-23	76	7.6	7.6	7.6
	24-29	542	54.2	54.2	61.8
	30-35	162	16.2	16.2	78.0
	36+	220	22.0	22.0	100.0
	Total	1000	100.0	100.0	
		Frequency	Percent	Valid Percent	Cumulative Percent

Educational Level				
Diploma	96	9.6	9.6	9.6
BA	124	12.4	12.4	22.0
MA	724	72.4	72.4	94.4
PhD	56	5.6	5.6	100.0
Total	1000	100.0	100.0	
Income				
JD	Frequency	Percent	Valid Percent	Cumulative Percent
300-500	362	36.2	36.2	36.2
600-800	304	30.4	30.4	66.6
900-1100	200	20.0	20.0	86.6
+1200	134	13.4	13.4	100.0
Total	1000	100.0	100.0	
	Frequency	Percent	Valid Percent	Cumulative Percent
Gender				
females	684	68.4	68.4	68.4
males	316	31.6	31.6	100.0
Total	1000	100.0	100.0	

Table 1 above revealed that majority (54.2%) of participants were aged (24-29) years with the frequency of 542 followed by participants aged +36. This suggested that majority of those sampled to represent the shoppers within the Jordan retail stores were of the young age who are employed and has income who they can use in order to make their purchase decisions.

As for the educational qualifications, the table showed that majority (72.4 %) of participants in this study held a Master Degree. Others held a Bachelor's degree representing 12.4 percent, a college diploma representing 9.6% and a PhD degree representing 5.6%. This may suggest that majority of those sampled to represent the shoppers within the Jordan retail stores were an informed lot with Master's Degrees and Bachelor's degrees.

Regarding income, the table showed that majority of the sampled participants were low and medium earners with low income earners constitute 36.2% of the samples participants (300-500) JD and middle income earners constituting 30.4% of the study participants (600-800). Cumulatively, middle and low income earners constituted 66.6% of the samples participants in this study. This may suggest that majority of shoppers within the Jordan retail stores are middle and low income earners. In addition to that, the income that they make represents the natural rate of the income in Jordan for the sample which represented the income range.

As for gender distribution of the sample, the table showed that majority of the sampled participants was females constituting 68.4 percent of the sample population. Based on the frequency of representation females were represented 684 times. This may suggest that most shoppers within the Jordan retail stores are females.

Hypothesis testing:

Visual Merchandising elements positively Influences the Purchasing Decision

Table 2. Main hypothesis testing Model summary/ANOVA

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.622 <sup>a</sup>	.387	.384	.58095



	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	211.968	5	42.394	125.610	.000 <sup>a</sup>
	Residual	335.476	994	.338		
	Total	547.444	999			

Depending on multiple regression, the main hypothesis was tested and the R value appeared to be (0.622) which confirmed that independent variables and dependent variables are strongly correlated. Based on that, with 125.61 as the value of F at 0.05 significant at (0.05), it was confirmed that visual merchandising elements positively influences the purchasing decision.

Sub-hypotheses:

H1: Color positively Influences the Purchasing Decision

Table 3. H1 Testing Model summary/ANOVA and Coefficients

	Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
	1	.407 <sup>a</sup>	.166	.165		.67637
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	90.883	1	90.883	198.662	.000 <sup>a</sup>
	Residual	456.561	998	.457		
	Total	547.444	999			
Model	Unstandardized Coefficients			Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	1.734	.117		14.798	.000
	Color	.457	.032	.407	14.095	.000

Table 3 above highlighted the results of testing the first hypothesis. In order to reach valid results, linear regression was used and it was found that R (0.407) was the correlation of the independent variable and the dependent variable. However, the F value of (198.662) was significant at (0.05) level, based on that, Color positively influences the purchasing decision.

H2: Landscaping positively Influences the Purchasing Decision

Table 4. H2 Testing Model summary/ANOVA and Coefficients

	Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
	1	.464 <sup>a</sup>	.215	.214		.65616
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.758	1	117.758	273.507	.000 <sup>a</sup>
	Residual	429.686	998	.431		
	Total	547.444	999			
Model	Unstandardized Coefficients			Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.947	.147		6.434	.000
	Landscaping	.620	.037	.464	16.538	.000

As in table 4, linear regression was used to test H2, it was found that R (0.464) was

the correlation of the independent variable and the dependent variable, in addition to that, F value of (273.507) was significant at (0.05) level. Thus, landscaping positively influences the purchasing decision.

H3: Texture positively Influences the Purchasing Decision

Table 5. H3 Testing Model summary/ANOVA and Coefficients

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate		
1	.572 <sup>a</sup>	.327	.326		.60759		
	Model	Sum of Squares	df	Mean Square	F	Sig.	
	Regression	179.013	1	179.013	484.908	.000 <sup>a</sup>	
1	Residual	368.431	998	.369			
	Total	547.444	999				
	Model	Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta	T	Sig.	
1	(Constant)	1.060	.106		9.996	.000	
	Texture	.613	.028	.572	22.021	.000	

Table 5 showed testing results of H3, Linear regression was used to test hypothesis. It was found R (0.572) was the correlation of the independent variable and the dependent variable indicating the F value of (484.908) was significant at (0.05) level which reveals that Texture positively influences the purchasing decision.

H4: Communication positively Influences the Purchasing Decision

Table 6. H4 Testing Model summary/ANOVA and Coefficients

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate		
1	.175 <sup>a</sup>	.031	.030		.72919		
	Model	Sum of Squares	df	Mean Square	F	Sig.	
	Regression	16.783	1	16.783	31.563	.000 <sup>a</sup>	
1	Residual	530.661	998	.532			
	Total	547.444	999				
	Model	Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta	t	Sig.	
1	(Constant)	2.407	.171		14.090	.000	
	Communication	.246	.044	.175	5.618	.000	

In Table 6, linear regression was used to test H4, it was found that R (0.175) was the correlation of the independent variable and the dependent variable and the F value of (31.563) was significant at (0.05) level. Thus, communication positively influences the purchasing decision.

H5: Décor positively Influences the Purchasing Decision

Table 7. H5 Testing Model summary/ANOVA and Coefficients

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.220 <sup>a</sup>	.048	.047		.72250

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.475	1	26.475	50.717	.000 <sup>a</sup>
	Residual	520.969	998	.522		
	Total	547.444	999			

	Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	T	
1	(Constant)	2.190	.165		13.237	.000
	Décor	.285	.040	.220	7.122	.000

In Table 7, linear regression is used to test H5, it was found that R (0.222) was the correlation of the independent variable and the dependent variable and the F value of (50.717) was significant at (0.05) level. Thus, Décor positively influences the purchasing decision.

Meanwhile, these findings confirm that visual merchandising influences the purchase decisions of shoppers of retail stores in Jordan by capturing their attention. It revealed that there is a strong correlation between visual merchandising elements and shoppers' purchase decision with the r value of 0.622 R (0.622) and confirmed that visual merchandising significantly and positively influences the purchasing decision of shoppers given that the F value was found to be 125.61 at 0.05 significant levels.

This study results further revealed that five elements of Visual Merchandising namely texture, décor, communication, landscape and color work together to achieve the right look and help the marketer to achieve an effective display.

This study demonstrated that the landscaping and shoppers' purchasing decision are strongly correlated (R=0.464) and that landscaping significantly influences the shoppers' purchasing. Landscaping creates an intriguing composition by creating interests in shoppers. It works in three dimensions: longitudinal, vertical, and lateral and provides product flow, movement and depth (Chaipradernsak, 2007). When used appropriately and effectively, landscaping can help delight and tease them into making a purchase decision.

It is important to note that landscaping can be configured symmetrically or asymmetrically. A symmetrical configuration draws the eye of customers into the display, encourage them to explore all the available options, and helps them get a sense of well-being. In addition, symmetrical landscaping will help shoppers shop the entire offering. Conversely, asymmetrical setups attract and pull the attention of shoppers to a specific area of the shop (Meenakumari, 2013). It can be used effectively to create movement and flow in the display. It can also be used to help highlight high profit offerings and signature.

This study reveals that texture and shoppers' purchasing decision are strongly correlated (R=0.572) and texture positively and significantly influences shoppers' purchasing decision (F=484.908) at 0.05 significant level. This indicates that texture can help shoppers to feel and touch the merchandize and that texture can impact on the item's aesthetic appeal. Differentiating surface textures impacts on emotional feeling experienced by shoppers. Choosing smooth surfaces create a brighter and joyful experience as smooth surfaces reflects light. On the contrary, rough textures create a warmer experience by holing light (Law et al., 2012). For this reason, it is important to select materials that exudes efficiency, lightness, and creates a warm cozy feeling. It is also important to combine textures together with other four elements to support the key

theme for the store and the case.

This study suggests that communication and shoppers' purchase decision are strongly correlated ( $R=0.175$ ) communication significantly positively influences the shoppers' purchasing decision given the F value of 31.563 at 0.05 significant level. This shows that it is possible to attract shoppers and boost sales by utilizing proper signage when communicating with consumers. Accordingly, the shopper should use a right, simple, easy and readable language when communicate with customers. This can be achieved by using the ease to read font sizes and styles. Quality should take precedence of quantity. Using the proper signage also helps reinforce a brand. Consistency should be maintained through an establishment as this helps strengthen a brand (Ha et al., 2007).

Décor and shoppers' purchasing decision are correlated ( $R=0.222$ ) and décor significantly and positively influences shoppers' purchasing decision ( $F=50.717$ ) at 0.05 significant level. This shows that décor can be used to enrich a display and to grab the attention as well as the interest of the shoppers. It should be coordinated with and in the display. Elegance can be evoked by using dark woods and metals, while floral helps evoke freshness (Webber, Sausen, Basso, & Laimer, 2018).

Color and shoppers' purchase decision are correlated (0.407) and color positively and significantly influences the shoppers' purchase decision ( $F=198.662$ ) at a 0.05 significant level. Indeed, color is widely considered the soul of merchandizing. Colors can be associated with different objectives and themes for the operation. Blue is associated with reliability, trustworthy, relaxation and productivity. Green is associated with freshness, restfulness, nature, pleasant and tranquility. Purple is associated with royalty, whimsicality, being wise, imaginativeness and creativity. Black is associated with luxury, wealth, sleek and powerful. Brown is associated with solid, dependableness, healthy, and eco-friendliness. Pink is associated with romantic, innocent, feminine, and calming (Koontz & Gibson, 2002). Thus display helps capture shoppers' attention and turn them from passive lookers into active buyers.

## Conclusion

Retailing businesses should create a distinct and consistent image that permeates service and product offering in the mind of their customers. They need to create a positive image of their stores in the consumer's mind. This image can help encourage impulse buying by shoppers as it reinforces the advertising efforts aimed at increasing sales. As revealed in the present study, one way retail stores can create a positive image in the customer's mind and encourage impulse buying is through visual merchandizing communication. Visual merchandising communication is everything customers can see from the interior to exterior that helps draw customers' attention, desires, action and interest towards the store and create a positive image about the business these results also appeared by Niazi et al. (2015). As such, visual merchandising can help the retail store to capture customers' attention, draw them to their displays and convert them into active buyers (Wang & Yang, 2008). It can help retailers understand the buying motives of their customers and further tailor displays to satisfy and math their senses.

It can tell a store communicated through visual display that informs shoppers about the retail store. This can include the dramatic and attractive presentation of the store and the use of other subtle features, including landscaping, color, communication, décor, and texture that helps create the overall positive image and attractive shopping atmosphere to potential shoppers (Park, Jeon, & Sullivan, 2015). It is often said that a picture is worth more than a thousand words and that sight creates about 80 percent of our impressions

which was also proved by Hefer and Cant (2013). It is also recognized that customers often have a unique mental image of a retail store and its merchandise based on how it is displayed. For this reason, a retail store should create an inviting appearance that creates a comfortable feel on the part of the shopper and make them eager to buy a product on display. This study has revealed that this can be achieved by combining five elements of visual merchandising: color, décor, texture, landscaping and communication. Accordingly, a retail store should spend greater effort on merchandize displays that helps improve customer experience and make it easier for them to find items that need to purchase. The aim should be to create a desire or interest in customers and attract them to the store and ultimately influence them to buy the merchandize.

It is, therefore, important for the store to offer the visual merchandising to shoppers via interior and exterior presentation and coordinate each of them using the overall theme of the store. The store should continually determine and evaluate what is seen by customers. This evaluation should be from the perspective of customers and should start from the exterior part of the store and end with the interior part. The appearance of the exterior part of the store should be emphasized as it is a key attractive point to shoppers. Good exterior visual merchandising helps create interest, attract customers and invite them to the store. The exterior presentation should offer a conservative, lavish, progressive and discounting image to shoppers (Kim, 2003).

Landscaping should be used to lead shoppers' eye to the store's focal point using texture and color and offer harmony and contrast. The focal point is the building itself and or the business sign. Landscaping may be used in screening undesirable sights, including refrigeration equipment, power trans-formers, and garbage receptacles. Landscaping should be simple and easy to maintain.

Meanwhile, based on study results, discussion and conclusion, the following recommendations are presented: *first*, visual merchandise is the science of attracting customers to the store, there is no need for exaggerating in employing elements of visual merchandise in order to attract customers and make them do the purchase decision. *Second*, visual merchandise should be based on strategy marketing plans which help in forming a state of the art results based on following the elements of visual merchandise. *Third*, it is also recommended to follow the same pattern of visual merchandise in a store and apply it on the store website. This would give a more coherent shopping experience for customers. As future research (based on state of the art and also this study), the following ideas are to be put into perspective: to study visual merchandise from a gender related aspect, like examine the different perspective of visual merchandise between males and females; and examine the applicability of visual merchandise elements within e-marketing communication approaches and plans.

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