



Influence of Visual Merchandising, Store Atmospherics, and Sales Promotion Offers on Impulsive Buying Behavior: A Study of Organized Meat Retailing in Karachi, Pakistan

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Abstract

The main purpose of the study was to find the impact of visual merchandising, store atmospherics, and sales promotion on the impulsive buying behavior in meat retail outlets in Karachi, Pakistani context. A simple random sampling technique was used to choose a convenience sample of 51 respondents, for the pilot study. A structured questionnaire was adapted to collect responses from the consumers who buy from organized or unorganized meat retail shops. Since store atmospherics did not have a significant impact on the impulsive buying behavior, it was dropped while the other two variables, visual merchandising and sales promotions offers were accepted as they showed a positive impact in indulging the consumers in impulsive buying. The study concludes that organized meat retailers should focus on visual merchandising and sales promotion offer strategies to attract new and existing customers so that they indulge themselves in impulsive buying.

Keywords: buying behavior, sales promotions offer, Pakistan

1. Introduction

1.1. Background

Pakistan is a developing country with a population of 222.487 million (Pakistan Bureau of Statistics, 2020) and has is expected to increase at a rate of 2% annually. More than 35% of the population resides in urban areas who are the main targets of the retail markets. The retail landscape is endlessly developing as consumer's life is changing and giving in to today's world of consumerism and impulsive buying. They are programmed by an increasing number of hypermarkets, malls, superstores, departmental stores, and other commercial avenues to spend their money and indulge in impulsive buying or the purchase of unwanted products.

More and more global retail outlets are being set up and thus pushing the local retailers to come up to the standards and compete with their international counterparts. The current Retail industry setting is further progressing because of the increased availability of the disposable income of the consumers and because of the persuasive tactics used by the retail setting. The marketers have recognized that the focus of purchasing practice is influenced by impulsive buying tendencies. According to a study, 80% of all the buying is impulsive purchasing (Kacen & Lee, 2002), while 27- 62% of purchases are in a department store context (Bellenger, Robertson, & Hirschman, 1978). Customers are lured into the shops and enticed by various strategies and they end up indulging themselves in unplanned buying.

Normal purchasing is different from impulsive purchasing in terms of procedure. A rational consumer would firstly identify his needs, thoroughly investigates the product he wants, after assessing all the available options he finally makes the purchase. (Lamb, Hair, & McDaniel, 2013). Impulsive purchasing is not the same as normal purchasing, in a way that the customer does not perform any research for information regarding the product or the available substitutes or even the after-effects of the buying. Instead, the consumer just indulges in instantaneous purchasing as a result of a strong drive, triggered by the external factors. (Tinne, 2010; Muruganatham & Bhakat, 2013)

Through investigation, researchers have found that various factors affect the impulsive buying behavior of the consumers and divided those factors into Internal & External factors or stimuli. Psychological or individual, situational factors that arise at the time of buying, demographic, or socio-economic aspects, are all part of the internal motivations. Product or environmental features make up the external factors that impact the impulsive purchasing behavior. (Karbasivar & Yarahmadi, 2011; Tinne, 2010; Muruganatham & Bhakat, 2013; Roussel et al., 2021).

This study will be focusing on some of the important external stimuli that impact the impulsive purchasing behavior of consumers, like Visual merchandising, Store atmospherics and Sales promotion offers, with special reference to Organized Meat Retailers in Karachi, Pakistan.

1.2. Gap

A lot of research has been done on the Impulsive Buying Behavior of consumers in the retail sector. It has been conducted in clothing, footwear, fashion, etc, but it has not been done in the Organized Meat Retailing. As Organized Meat Retailers are increasing in number in most cosmopolitan cities, and there is a fast-paced shift of consumers towards buying through Modern trade and organized Meat retailers, it is worthwhile to understand the factors that may influence the impulsive buying of meat products.

1.3. The problem

This research will explore the influence of external factors that impact the Impulsive Buying Behavior of Consumers. The factors that this study will emphasize are Visual Merchandising, Store Atmospherics, and Promotion Offers and their impact on the Impulsive purchasing of consumers in Organized Meat Retailers of Karachi, Pakistan. The impact of these mentioned factors has not been gauged in this industry, which has created a gap for the marketers associated with the Organized Meat retailing. Little research has been done on the subject, and nothing is written from the Impulsive buying perspective of Raw meat. The study will help marketers in the industry to devise a strategy based on the research findings, concerning Visual merchandising, Store atmospherics and Sales promotion offers.

1.4. Objectives of the study

- To evaluate the relationship of common external factors on Impulsive Buying Behavior of consumers. The external factors that this research will scrutinize are Visual Merchandising, Store Atmospherics, and Sales Promotion offers.

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- To determine the Visual Merchandising factors that affect the decision to buy from organized meat retail.
- To determine the Store Atmospheric factors that affect the decision to buy from organized meat retail.
- To understand the attitude of consumers towards Sales Promotion Offers in a meat purchase decision

1.5. Justification

Impulsive Buying activity has drawn considerable attention among researchers and different researchers have focused on a variety of factors that motivate the consumers to indulge in impulsive purchasing. Such research literature has been helping marketers to reveal the latent variables that have a great impact on buying impulsiveness. But the retail industry has been facing challenges in today's dynamic market situation to attract shoppers due to increased competition and customer awareness and brand loyalty. Even though a lot of literature is available regarding impulsive buying tendencies, but this behavior has not been tested in Meat Retailing yet. This study, about the three important factors affecting the impulsivity of consumers, will prove to be valuable for the newly emerging retail sector of branded meat retailers. It will give awareness to them about the features of Visual Merchandising, Store Atmospherics, and Promotional offers that they can use to influence the Impulsive Buying Behavior of customers as they will know how to make the consumers luxuriate in impulsive buying. And this study will be a contribution to the research literature on Meat Retail Merchandising.

1.6. Scope

The purpose of this study is to determine the impact of the three variables, Visual merchandising, Store Atmospherics, and Sales Promotion offers on the impulsive buying tendency thus resulting in an impulsive purchase. The scope of this study is limited to these three variables as these factors are considered to play a great role in luring a consumer into the store and enticing him/her to make the unplanned purchase. The consumer perception towards the elements of visual merchandising and promotional offers help to understand their attitude and how these factors impact their purchasing decisions. The target population for this study is all the residents of Karachi city, who consume meat, whether they buy from an organized or an unorganized retailer.

1.7. Assumptions

The assumptions that have been taken to conduct the study are as follows:

- The consumers' choices are based on emotions and feelings and not on rationality, they are viewed as emotional beings. The buying is based on the consumers' positive or negative feelings for the product/service. (Hinestroza & James, 2014).
- The impact of sensations on the consumers was investigated by Schmitt (1999). He proposed senses to be the crucial factors that marketers could use to distinguish themselves from competitors. According to him the sense experiences via image, sound, taste, scent, and touching are created by sense marketing. Therefore, visual merchandising and store atmospherics can be used to impact the consumers' feelings and emotions, thus enticing them to indulge in unplanned buying.
- Customers are stimulated to satisfy their feelings and indulge in impulsive buying by the promotion sales offered in form of discounts, free product (free testers), coupons, gifts, etc. (Karbasivar & Yarahmadi, 2011)

1.8. Definition of key terms

- Impulsive Buying Behavior: "An unplanned, spur-of-the-moment action triggered by product display or point-of-sale promotion". (Piron, 1991)
- Impulsive Buying Tendency: "The degree to which an individual is likely to make unintended, immediate, and unreflective purchases. (Beatty & Ferrell, 1998)
- Visual Merchandising: Visual Merchandising is the optimal way of presenting the products and services that entice, engage, and stimulates the customer to make the purchase.
- Store Atmospherics: "The physical properties of a retail environment designed to create an effect on consumer purchases". (Kotler P. , 1974)

2. Literature Review

2.1. Impulsive Buying Behavior

Stern (1962) classified Impulsive buying into four categories as Pure Impulse Buying: a purchase of a unique item, which is different from a normal buying pattern. Reminder Impulse Buying, based on prior experience; Suggestion Impulse Buying a purchase in which a need is recognized only after seeing the product, but this purchase is sometimes rational, unlike Pure Impulse Buying. And Planned Impulse Buying is a planned purchase that relies on discount pricing strategies. He also proposed nine products/service-related elements that influence the Impulsive Buying Behavior like a low price, self-service, store display, ease of storage, etc. According to his findings, Impulsive Buying Behavior is an irrational behavior that cannot be influenced. (Stern, 1962)

Impulsive buying is an unplanned purchase, on-the-spot resulting from getting exposed to a stimulus. This definition was a better version of the previous ones as it was further elaborated based on cognitive or emotional reaction. (Piron, 1991). Previous studies focused on grouping the forms of impulse purchase into different groups based on non-impulse and impulse buying thus did not recognize that buying impulsiveness is a trait of consumer behavior.

It was Rook and Fisher (1995) who stated that impulsive buying is a trait defined as: "a consumer's tendency to buy spontaneously, unreflectively, immediately and kinetically". Beatty & Ferrel (1998) defined Impulsive Buying as a strong impulse or desire to buy resulting in a sudden and unintended instant purchase. (Beatty & Ferrell, 1998). Bayley and Nancarrow (1998), proposed that intentional consideration of available choices while shopping are precluded by instant judgment defines impulsive buying as a complex buying process. (Bayley & Nancarrow, 1998). Further supported by Karbasivar & Yarahmadi (2011), as he defined Impulsive buying behavior as: "sudden, compelling, hedonically complex buying behavior in which the rapidity of an impulsive decision process precludes thoughtful and deliberate consideration of alternative information choices". (Karbasivar & Yarahmadi, 2011).

2.2. Visual Merchandising and Impulsive Buying

Visual Merchandising is the optimal presentation of the products and services that entice, engage, and stimulates the customer to make the purchase. The psychological research indicates that the stimulation decreases one's self-control and minimizes their critical thinking abilities which result in an unplanned purchase after getting exposed to a fascinating environment. (Baumeister et al., 1998; Baumeister, 2002).

Visual merchandising includes the interior and exterior presentation of the store. The storefront window display is part of the exterior display and is used to gain the customer's attention by stimulating and enticing them to enter the store. A classy and elegant storefront will attract more customers to enter the shop. (Levy & Weitz, 2002). Interior and exterior display technique of Visual Merchandising as Mehta & Chugan (2013) suggested is the most important tactic for creating a feeling of joy and ecstasy for the consumer and gives such a positive first impression that the consumer cannot resist entering the store. (Mehta & Chugan, 2012). Mehta (2014) also determined that an appealing and pleasant storefront has a positive impact on the impulsiveness of the customers which results in an unplanned purchase. (Mehta N. , 2014)

Promotional signage is any graphic display inside or outside the outlet for promoting the product/service being offered. Its purpose is to provide information about any promotional deals or events taking place in the outlet. (Levy & Weitz, 2002).

Organized and structure store layout makes it easy and quick for the customer to find the product he/she is looking for and makes the purchasing convenient. (Mohan, Sivakumaran, & Sharma, 2013). Impulsive buying has a positive relationship when the store layout is convenient and more organized. (Gudonavičienė R. , 2015)

According to Singh & Satish (2015), research showed that visual merchandising features are used for increasing the brand sales and that it has a strong and positive association with consumer buying behavior. (Singh & Satish, 2015). Widyastuti (2018) researched the effect of visual merchandising on impulsive purchasing behavior and concluded that it is by the window display, floor merchandising and product arrangement has a strong positive impact on impulsive purchasing behavior. (Widyastuti, 2018)

Through analyzing various research articles, some important features of visual merchandising that have a high impact on impulsive buying tendency have been listed below:

- the window display,
- in-store design
- promotional signage
- The layout of space available in the outlet

2.3. Store Atmospherics and Impulsive Buying

According to Rook & Hoch (1985), an enjoyable shopping experience results in an impulsive purchase which is dependent on the stimulating store environment. (Rook & Hoch, 1985). The store atmosphere or atmospherics is about the features that the marketer could use to make the store look and feel more attractive, like the colors, shapes, sounds, the interior design, to entice the customers. (Sumarwan & Ujang, 2011)

Lighting, layout, display of products, color, sounds, odors, attitude, and attire of sale staff are the various features of store atmospherics that influence the purchasing tendency. Impulsive purchasing is a result of an enticing and stimulating store atmosphere. (Verplanken and Herabadi, 2001). Impulsive purchasing is a result when stimulating store atmospherics have a positive impact on a consumer's state of mind. (Xu & Huang, 2014). The store's atmospheric is gauged by attractive and stimulating lighting, layout, visual communication, scent in the store, and has a remarkable positive impact on the impulsive buying behavior of consumers. (Widyastuti, 2018)

2.4. Sales Promotion and Impulsive Buying

According to Kotler (2004), there are various aims of using Promotion sales which include enticing new customers, awarding loyal consumer, improving the buying power of the loyal customers, keeping current customers from switching to other brands, and focusing on improving the presence in the market in terms of sales and market share.

Promotional tactics are used by marketers not only to appeal to new buyers but also encourage existing customers to try out new products and increase their purchase as well as these tactics counter their rival's promotional practices and thus increase unplanned buying. (Tjiptono, 2008)

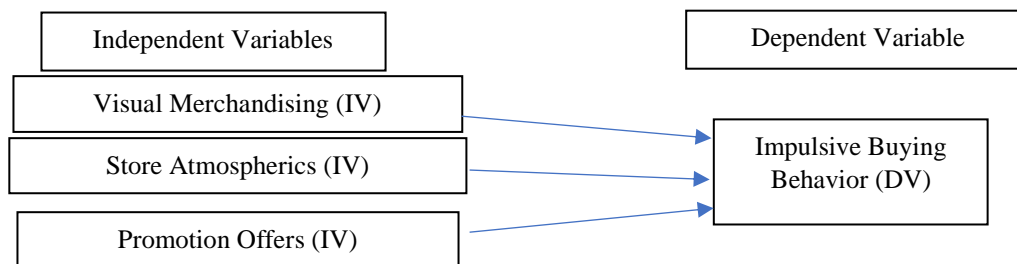
According to Kotler & Armstrong (2012), advertising is differentiated from sales promotion based on the intent of purchasing. Advertising provides a motive for purchasing a product while sales promotion entices the customer for immediate purchase. Kotler & Armstrong (2012) also stated that sales promotion includes consumer, trade, and business promotion as well as sales power tools. Key consumer sales promotion tools included coupons, samples, discounts, refunds, consistent buyer rewards, gifts, etc. Store promotion is an important tool for the endorsement of incentives for customers that will invite consumers to buy for satiation.

Store Atmospherics and Sales Promotional tactics have a considerable positive impact on the impulsive purchasing of superstore customers. (Mamuaya & Pandowo, 2018)

This brief review in the field of Impulsive Buying has provided proof that External stimuli have a considerable amount of impact on the buyers. The External factors, that are Product and Environmental factors, have a significant positive impact on impulsive buying. Therefore, this research aims to focus on the impact of External stimuli, specifically Visual Merchandise, Store Atmospherics, and Sales Promotion Offers on the Impulsive Buying Behavior of Consumers, in Organized Meat Retailers of Karachi, Pakistan.

3. Conceptual Framework

The conceptual framework provides a foundation for a research study. This framework consists of Independent Variables and Dependent Variables.



Visual Merchandising, Store Atmospherics, and Promotion Offers are the Independent Variables. It is theorized that these variables stimulate consumers to buy on a whim. In other words, these three variables will influence the Impulsive Buying Behavior. Impulsive Buying Behavior is the Dependent Variable of this study

Visual merchandising is a strategy to entice the consumer through the appealing display of products/services and store atmospherics. (Jain, Sharman, & Narwal, 2012) .

When the products are more attractive, the consumers are more likely to repeat their visits and to purchase those products without planning just because the products look appealing. In addition to this strategy, store atmospherics are also used to gain the interest of the customers. Store atmospherics are the features of a store that increases the likelihood of purchasing by impacting the emotions of the customer. An unplanned but exciting and satisfying shopping experience is a result of the spectacular and pleasing atmosphere of the retail outlet. (Kotler, 1973).

The objective of Promotions offers entails multiple angles. First, to increase sales volume by enticing customers to purchase the product. Second, create engagement with shoppers who are coming to shops but may not be buying from the store, or buying only some products, and not all. Third, to bring new customers on board, and thus increased footfall. Sales promotion initiatives provide an opportunity to increase the activity, to work on creating more attractive deals, including but not limited to the attractive appearance, which creates an overall increased interest and a pleasant shopping experience for customers. However, it is important to have a Sales promotion strategy, which is integrated with the overall Marketing and communication strategy, to convey the message consistently, which is in line with the organization's sales and market share ambition.

3.1. Hypotheses

Based on the conceptual framework the following hypotheses have been formulated to examine the associations between Consumer's Impulsive Buying Behavior Visual merchandising, Store Atmospherics, and Sales Promotion offers.

- H1: Visual Merchandising has a positive impact on Impulsive Buying Behavior (IBB) in the meat retail outlet.
- H2: Store Atmospherics have a positive impact on Impulsive Buying Behavior (IBB) in meat retail outlets.
- H3: Promotional offers have a direct impact on Impulsive Buying Behavior (IBB) in meat retail outlets.

4. Research Methodology

4.1. Research Design

This is Quantitative research and is following a Deductive Approach with an Explanatory research design as this research design is used to explain the relationship between different variables.

4.2. Procedure

Starting with a theoretical framework regarding the External factors that have an impact on the Impulsive Buying Behavior of consumers, hypotheses are then deduced and are tested later. The next step is the selection of research design which is Explanatory research design.

The target population of this research is consumers older than 20 years and who influence the buying decision, irrespective of their gender, occupation, or income. Using a random sampling technique, a convenience sample of 51 respondents were nominated who live in Karachi and usually buy meat from organized meat outlets. The population is selected randomly based on availability through social media platforms and 24 hours were provided to the respondents for submitting their responses. After questionnaires were returned, they were checked for omissions, and the information was transformed into data by establishing meaningful categories, for example, age, income, etc., which were already in numbers. Other information was coded in the form of numbers so that they could be analyzed.

After editing and coding, the data was analyzed after it was entered into SPSS. Descriptive statistics was for analyzing the demographics and Statistical tools like Correlation and Multiple Regression techniques were used for testing the hypotheses and the nature of the relationship among variables. After analyzing the data, results were interpreted, and findings emerged in this step.

4.3. Population

The target population of this research is consumers older than 20 years and who influence the buying decision, irrespective of their gender, occupation, or income.

4.4. Sample & Sampling method

A Random sample needs to be of suitable size so that it can be easily generalized and to serve the purpose of minimizing the sampling errors or biases. Therefore, for a pilot study, 51 respondents were chosen after which the main study will be conducted using a random sampling technique, a convenience sample of 370 respondents will be nominated who live in Karachi and usually buy meat from organized meat outlets. The sample size for the main study is calculated using the following formula. (Bartlett, Kotrlik, & Higgins, 2001)

Respondents were selected randomly on the subject of availability through social media platforms and were requested to fill the questionnaire and return it online using LinkedIn, Whatsapp, or Email. The reason for choosing convenience sampling is

a Simple Random Sampling technique that is the most simple, easy, time-saving, and inexpensive approach. And provides a sample that is highly representative of the entire population. 24 hours were provided to the respondents to submit their responses. To avoid the possibility of non-response bias, the survey was kept short but interesting, and the respondents were assured about their confidentiality.

4.5. Instrument selection

Primary data was collected for this study through a cross-sectional survey strategy. Questions were developed based on adopted scales from the work of Badgayian, Verma, & Dixit (2016).

4.6. Variables

Sales Promotion Offers, Visual Merchandising, and Store Atmospherics are the Independent Variables. It is hypothesized that these variables stimulate customers to buy on impulse. In other words, these three variables will influence Impulsive Buying Behavior. Impulsive Buying Behavior is the Dependent Variable of this study.

Each independent variable comprises a set of questions developed through reference to earlier studies on Impulsive buying behavior. Questions were developed based on adopted scales from the work of Badgayian, Verma, & Dixit (2016), to measure impulsive buying behavior. The responses were recorded using a five-point Likert scale, with a choice option of 5= Highly Agree to 1=Highly Disagree.

4.7. Reliability

Cronbach's coefficient alpha is used to test the reliability of constructs and test statistics is 0.669 which is more than 0.6, therefore data is reliable and it is possible to measure the data collection internal consistency used in this study i.e., questionnaire,

4.8. Plan of Analysis and Statistical Tools

Reliability analysis, Descriptive analysis, Correlation, Multiple regression, and Simple Regression Analysis is used to test the result of this study through the statistical tool SPSS.

5. Analysis and Results

This chapter deals with the results of statistical applications on the dependent variable, independent variables, and their mutual relations. After the data collection process, results were analyzed through IBM SPSS. It began with the results of Descriptive Analysis, Reliability Analysis, Correlation Analysis, and Regression Analysis

5.1. Profile of Respondents

In this study, the data collected included the demographics of the sample population. Table 1 (a) and (b) show the percentage of males and females as well as the age groups of the respondents. According to the table, 56% of the respondents were females while 51% of respondents belonged to the age bracket of 31 – 40 years of age.

Table 1(a) Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	22	43.1	43.1	43.1
	Female	29	56.9	56.9	100.0
	Total	51	100.0	100.0	

Table 1 (b) Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30	17	33.3	33.3	33.3
	31-40	26	51.0	51.0	84.3
	41-50	6	11.8	11.8	96.1
	51-60	1	2.0	2.0	98.0
	Above 60	1	2.0	2.0	100.0
	Total	51	100.0	100.0	

5.2. Descriptive analysis

Descriptive analysis is used to identify the normality of data. The results are discussed in Table 2. The descriptive statistical analysis is the judgment of dispersion and variability through mean, standard deviation, kurtosis, and skewness. It limits the variability of dependent variable (IBB) along with the independent variables (VM, SA, SP). In this study “N” represents the total number of records that are collected from respondents.

Table 2: Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
IBB	51	13.3725	3.26779	.101	.333	-.711	.656
VM	51	20.2157	2.77354	-.274	.333	-.425	.656
SA	51	25.5294	3.66253	-1.013	.333	.494	.656
SP	51	14.9216	3.44002	-.440	.333	-.296	.656
Valid N (listwise)	51						

Table 2 in the display table of highest skewness is (SK = -1.013, Mean = 25.52, SD= 3.66) of Store Atmospherics and it can also be seen in the table, that the lowest skewness is (SK= -0.274, Mean= 20.21, SD= 0.2.77) of Visual Merchandising. In the table the value for kurtosis is highest (KT= -0.711, Mean = 13.37, SD=3.26) which is for Impulsive Buying Behavior and lowest Kurtosis is (KT= -0.296, Mean=14.9, SD= 3.44) for Sales Promotion. All constructs are adopted for this research because it has range ± 1.5 thus, they all are fulfilling Univariate normality requirements. (Flick, 2015).

5.3. Reliability Analysis

To measure internal consistency (reliability) of five-Likert scale which was used in this study, Cronbach alpha test is performed. Results are represented in Table 3.

Table 3 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N of Items
.669	.682		4

In Table 3, the overall combined reliability of all variables is ($\alpha = 0.682$). As it can be seen that all variables have a combined Standardized Cronbach's Alpha values greater than 0.60, which is representing all variables are accepted (consistency) (Chatterjee, 2014)

5.4. Correlation Analysis

Correlation is a technique that statistically ascertains the data if it is related and how closely the set of variables are related to each other. In this research, the coefficient of correlation is calculated from the data which measures the strength and directions (either it is positive or negative) of a linear relationship among dependent variable (IBB) and independent variables (VM, SA, and SP). Summarized results can be seen in Table 4.

Table 4 Inter-Item Correlation Matrix

	IBB	VM	SA	SP
IBB	1.000	.510	.229	.479
VM	.510	1.000	.481	.211
SA	.229	.481	1.000	.183
SP	.479	.211	.183	1.000

In Table 4 the highest correlation is $r=0.510$ is between the Impulsive Buying Behavior and Visual Merchandising. The correlation between the Impulsive Buying Behavior and Sales Promotion is 0.479. The lowest correlation is $r=0.229$ is between the Impulsive Buying Behavior and Store Atmospherics. If the Pearson correlation value lies between 0.3 to 0.9 then they are within the acceptable range and have a significant relationship.

5.5. Regression analysis

The overall model presented the predictors (Visual Merchandising, Store Atmospherics, and Sales Promotion) that affect Impulsive Buying Behavior. Results are presented in table 5 (a).

Table 5 (a) Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.659	3.199		-.519	.606
	VM	.538	.152	.456	3.525	.001
	SA	-.056	.115	-.063	-.486	.629
	SP	.375	.110	.394	3.418	.001

a. Dependent Variable: IBB

Dependent Variable: Impulsive Buying Behavior $R^2=0.407$, Adjusted $R^2=.369$, $p=0 < 0.05$. According to the results, the independent variables (VM, SA and SP) show that the aggregate effect of independent variables is 47% of variance $p=0 < 0.05$. This result is representing the predictions (VM, SA and SP) aggregately explains 36.9% of the variance $p=0 < 0.05$. The hypotheses are then tested through Stepwise Linear Regression and the variable that is not a good predictor for the model is removed.

Table 5 (b) Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change	Durbin-Watson
					R Square Change	F Change	df1	df2		
1	.638 ^a	.407	.369	2.59491	.407	10.764	3	47	.000	1.751

a. Predictors: (Constant), SP, SA, VM

b. Dependent Variable: IBB

Table 5 (c) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.510 ^a	.260	.245	2.84033
2	.636 ^b	.404	.379	2.57419

a. Predictors: (Constant), VM
b. Predictors: (Constant), VM, SP

As it can be seen from the Table 5(c), Model 1, the R² is 0.26 and Adjusted R² is 0.245 when only Visual Merchandising is taken as an Independent Variable. But in Model 2, the R² is 0.404 and the Adjusted R² is 0.379 have improved showing that the added Independent Variable, Sales Promotion has improved the model prediction. Overall, the goodness of fit has improved by removing the Independent Variable, Store Atmospherics.

Table 5(d) Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	1.237	2.955			.419	.677
	VM	.600	.145	.510		4.145	.000
2	(Constant)	-2.320	2.873			-.807	.423
	VM	.503	.134	.427		3.748	.000
	SP	.370	.108	.389		3.414	.001

a. Dependent Variable: IBB

Further, it can be seen through the values of t statistics in Model 1 of Visual Merchandising, as 4.145 at the p-value of less than 0.05, therefore denoting that this variable is significant and has a significant beta at 0.51. The t statistics in Model 2, for Visual Merchandising, is 3.748 at the p-value of less than 0.05, a significant beta of 0.427 while it is 3.414 at the p-value of 0.05, a significant beta of 0.389, further explains that these two variables are significant.

Table 5(e) Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics	
						Tolerance	
1	SA	-.021 ^b	-.148	.883	-.021		.769
	SP	.389 ^b	3.414	.001	.442		.955
2	SA	-.063 ^c	-.486	.629	-.071		.762

a. Dependent Variable: IBB

b. Predictors in the Model: (Constant), VM

c. Predictors in the Model: (Constant), VM, SP

It can be seen from the Table 5(e) that the Independent Variable. Store Atmospherics is not a significant variable as its t statistics is -0.148 at a p-value more than 0.05, i.e., 0.883. The Independent Variable Sales promotion will not be excluded from the model as it has a t statistics of 3.414 at a p-value less than 0.05 and a significant beta of 0.389.

5.6. According to the results and analysis of the data, the following evaluation has been performed

The H₁, Visual Merchandising has a positive impact on Impulsive Buying Behavior (IBB) in the meat retail outlet, and this hypothesis has failed to get rejected.

The H₂, Store Atmospherics have a positive impact on Impulsive Buying Behavior (IBB) in meat retail outlets, and this hypothesis has failed to get accepted.

The H₃, Promotional offers have a direct impact on Impulsive Buying Behavior (IBB) in meat retail outlets, and this hypothesis has failed to get rejected.

6. Discussion

The study was conducted on the Influence of Visual Merchandising, Store Atmospherics, and Sales Promotion Offers on Impulsive Buying Behavior in the meat retail outlets in Karachi, Pakistani context.

The first hypothesis suggested that Visual Merchandising has a positive impact on Impulsive Buying Behavior in the meat retail outlet, which was accepted, which means that this Independent Variable does have a positive impact on the consumers and they indulge in Impulsive Buying, in a meat retail outlet. Analyzing and investigating the impact of Visual Merchandising variables i.e. window display, in-store design, promotional signage, and the layout of space available in the meat retail outlet in enticing the customers was achieved by gathering responses from them through the questionnaire. The results of the study revalidated the findings of previous researchers that Visual merchandising is a very important tool and has an effect on impulse buying behavior (Kim, 2013) it has a positive correlation with Impulsive Buying Behavior, in the meat retail outlets.

The second hypothesis proposed that the Store Atmospheric have a positive impact on Impulsive Buying Behavior in the meat retail outlets, and this hypothesis is rejected, which suggests that the Store Atmospheric do not have an impact on the consumers' Impulsive Buying Behavior in the meat retail setting. According to Rook & Hoch (1985), an enjoyable shopping experience results in an impulsive purchase which is dependent on the stimulating store environment. (Rook & Hoch, 1985). The store atmosphere or atmospheric is about the features that the marketer could use to make the store look and feel more attractive, like the colors, shapes, sounds, the interior design, to entice the customers. (Sumarwan & Ujang, 2011). Even though there is an impact of Store Atmospheric on the Impulsive Buying Behavior in other retail settings but this is not seen in the meat retail outlets, suggesting that this variable is not a strong predictor of impulsive behavior in this study. Cleanliness was one of the factors of store atmospheric that had an impact on the purchase of meat from an organized retail outlet but does not indulge a consumer into impulsive buying.

The third hypothesis anticipated that the Sales Promotion Offers have a direct impact on the Impulsive Buying Behavior in the meat retail outlets, which was accepted, suggesting that this Independent Variable does have a positive impact on the consumers and they do indulge in Impulsive Buying in response to the Sales Promotion offers, in a meat retail outlet. This finding was validated by research suggesting that Promotional tactics are used by marketers not only to appeal to new buyers but also encourage existing customers to try out new products and increase their purchase as well as these tactics counter their rival's promotional practices and thus increase unplanned buying. (Tjiptono, 2008)

6.1. Limitations

Following are the limitation that was faced while conducting the research:

- Effects of other psychological factors like personality traits on the Impulsive Buying Behavior were tested for the meat retailing
- The impact of brand loyalty is not questioned as it could affect the IBB and could stop the customer from getting attracted to other competitors' brand's visual cues and promotional activities.
- More extensive samples should be taken, and other geographical areas should also be evaluated.

7. Conclusion

This study concludes that Visual Merchandising and Sales Promotion Offers, have a positive impact on the consumer attention and Impulsive Buying Behavior in the meat retail outlets, in Karachi, Pakistani context. To indulge the consumers in impulsive buying, window display, in-store design, promotional signage, and the layout of space and sales promotional offers, play an important role. Getting attention from new and existing consumers resulting in increased sales is an important job of the store managers, in all retail settings. But it is a bit difficult to indulge the customers in impulsive buying in the meat retail, as the products being sold here have a lot of competition from unorganized meat retailers which give cheaper products as compared to organized retailers. But with increasing health and cleanliness awareness, more and more consumers are switching towards organized meat retail outlets where they can easily see the variety of products in window displays and can also gauge the level of cleanliness which is completely absent in the unorganized meat retailers.

7.1. Areas for Future Research

There is a lot of margin in conducting further research in the area of Organized Meat Retailing as an increasing number of retail outlets are being set up and thus pushing the local retailers to come up to the standards and compete with their local counterparts. Research can be conducted while examining other factors that might entice the consumer to indulge in impulsive buying like, a range of meat cuts and a variety of products being offered, like marinated and half-cooked products which will is an emerging market for meat retailers as more and more females are working and would want to buy ready to cook products.

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