Does Visual Merchandising Influence on Consumer Purchasing Intention in the Fashion Retail Stores? The Mediation Role of Consumer Perception

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Abstract--- The main aspiration of this study is to figure out the visual merchandising elements which influence on an individual's purchase intention. A sample of 302 respondents available at different fashion stores in Kuwait City was used to get the study outcomes following the quantitative analysis. The Smart PLS 3.0 was used for analysing the data. This study claims that there is a positive and significant relationship between store layout and consumer purchasing intention. Then, a positive and significant relationship is also found between product display and consumer purchasing intention. After that, a positive and significant relationship is found as well between music and consumer purchasing intention. Furthermore, a positive and significant relationship is found between colour & lighting and consumer purchasing intention. Moreover, a positive and significant relationship found between cleanliness and consumer purchasing intention. This study also reveals that consumer perception mediates the relationship between product display, music, colour & lighting and cleanliness with consumer purchasing intention. This study claims that consumer perception does not mediate the relationship between store layout and consumer purchasing intention. The outcomes of this study will help the policy makers, government and entrepreneurs to make their fashion stores gorgeous.

Keywords--- visual merchandising, fashion, consumer perception, purchase intention, Kuwait

I. INTRODUCTION

Visual merchandising elements in the fashion stores are very crucial. It attracts the prospective consumers to visit the store and increases the intention to purchase (Kumar and Kim, 2014; Park, Jeon and Sullivan, 2015). The term fashion alludes to the products of clothes, accessories and footwear. The advancement of fashion industries is seen through the adjustments in lifestyle and shopping intention in the society. Fashion business is no longer a deal with for the most part ladies, yet it is stretched out its service to men because of the expansion in style cognizance of men, (Napompech, 2014; Sadiq Sohail, 2008).

Furthermore, strong visual merchandising contributes to distinguished retail brand through social images and affiliations (Brodersen et al. 2013). Psychological elements of retail environment visuals impact brand acknowledgment (Khaled et al., 2019; Stokburger-Sauer, Ratneshwar and Sen, 2012). A conceptual way to deal with

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visual merchandising considers store design and product display (Duffy and McGoldrick, 1990) as tactics to organize product experiences and catch consumers' consideration in fashion stores. Furthermore, visual merchandising's key roles are conveying the brand and its proposal to comparative target customers in all markets. It separates merchandise and the retail brand from contenders selling similar products (Mehta and Chugan 2013; Afshar Jahanshahi and Brem, 2018). Consumers' perceptions of visual merchandising can provoke their curiosity and propel extra in-store merchandise exploration (Cant and Hefer 2012). Mannequins utilized in visual merchandising give information that adds to consumers' psychological comprehension of products and their social acceptability (Park, Jeon and Sullivan, 2015). When executed effectively, visual merchandising upgrades deals and profits (Jayasankaraprasad, Kumar and Venkata, 2012; Mehta and Chugan 2013). The main aspiration of this study is to figure out visual merchandising elements in a store which leads an individual to purchase. This study reveals that there are positive and significant relationship between store layout, product display, music and cleanliness with consumer purchase intention in the fashion stores. This study also claims that Consumer Perception mediates the relationship between store layout, product display, music and cleanliness with consumer purchase intention.

II. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Store Layout and Consumer Purchasing Intention

In the first hypothesis, authors predict that store design influences on consumers purchase intention. Generally, store design plays a vital role in attracting consumers to store. The store design is a colossal errand for retail managers nowadays (Cil, 2012; Griva, Bardaki, Pramatari and Papakiriakopoulos, 2018). The intricacy of this errand lies in the connection between classifications on sale just as on the effect that it delivers on the consumer spatial Behaviour and in-store traffic. A store layout makes shopping simpler as significant while picking fashion store (Bhukya and Singh, 2016). Time cognizant and engaged consumers will be more pulled in by fashion store chains who embrace one quit shopping store d layouts (Malik, 2011).

Usually, consumers want to go those stores where they can easily find out their desired products. If layout of the stores is organized, it will catch the eye sight of the consumers. Once consumers build up positive attitude towards the stores, they will revisit stores again and again. Sometimes, they will inform their beloved ones word-of –mouth regarding the store layouts which ultimately increase the sale those stores (Mafini and Dhurup, 2015; Dhurup, Mafini and Mathaba, 2013). Anic, Radas and Lim (2010) recommended that consumers may be impacted to purchase by the layout itself and that a decent store format powers every consumer to go past whatever number shows as could be allowed. The aftereffects of a study led by Wilson (2007) demonstrated that layout bas a major impact on consumers and that the consumers need stores to spend whatever it takes to make a layout that limits squandered advances and movement in the shopping procedure. Besides, it was expressed that the consumers connect more impact to the floor of a store than to its roof. Thus, authors hypothesize that,

H1: There is a positive and significant relationship between store layout and consumer purchasing intention in fashion retail stores

Product Display and Consumer Purchasing Intention

In the second hypothesis, authors predict that product display affects the consumer purchase intention. In a research completed by Abratt and Goodey (1990) product display has been recognized as an in – store boosts, which is a

promotional technique used to support drive purchasing. There it is expressed that displays can build the pace of spontaneous buy in retail stores on grounds that the consumers normally will in general concentration and see at eye level. It was likewise discovered in their study that displays are one of the most persuasive factors on spontaneous purchases (Damminga, Wu and Johnson, 2012; Hussain and Ali, 2015). Gutierrez (2004) has found in his study regarding impulse purchases that "the nearness of environmental stimulation factors, for example, or then again appealing store displays may direct the decision of search techniques and making impulse purchases". Mohan, Sivakumaran and Sharma (2012) found that purchase behaviour can be changed by the manner by which stock is arranged. Kumar, Umashankar and Park (2014) maintain that purpose of purchase displays can be helpful in stimulating deals.

Kouchekian and Gharibpoor (2012) clarified that product shelving has a significant impact on consumer purchase intention. Both the height at which the products are shown and the number of rows in the store can impact the deals of products. In a moderate fashion store, the average consumer will choose just thirty five of the probable a few thousand different items on display. Additionally, frequently purchased products ought to never be situated in adjacent spaces yet ought to be spread all through the store in this way expanding the likelihood of motivation buying of the intervening products (Mehta and Chugan, 2015; Jain, 2019; Polas et al., 2019). Cautious putting of high demand lines can assist with pulling in consumers to parts of the shop: while motivation purchase lines with high overall revenues ought to be set close by the ordinary products. It was additionally referenced that in excess of 50 percent of purchases by market customers are pre – arranged and the rest of generally invigorated by the showcase in the store. Products ought to be available to the customers (Soomro, Kaimkhani and Iqbal, 2017; Sengupta, 2016; Jahanshahi, Nawaser and Brem, 2019). That means attractive product display influences on consumer purchase intention. author hypothesize that,

H2: There is a positive and significant relationship between product display and consumer purchasing intention in fashion retail stores.

Music and Consumer Purchasing Intention

In the third hypothesis, authors predict that background music in the store influences on consumers purchase intention. Generally, music entertains individual's perceptions. The genre of the background music is probably going to deliver more grounded impacts on perceptions and inclinations (Elliott, Carr and Savage, 2004, Karageorghis and Priest, 2012). Additional, as indicated by Areni and Kim (1993) since inclinations for musical classifications are firmly affected by individual differences fluctuating the genre of a store's background music is bound to create differential impacts across customer groups which increase their purchase intention (Baker, Parasuraman, Grewal and Voss, 2002).

A study by North, Sheridan and Areni (2016) proposes that slow tempo of instrumental background music can altogether slow the pace of in-store traffic stream, rather than quick rhythm. In a subsequent report indeed by Soh,

Jayaraman, Choo and Kiumarsi (2015) came out with a result that diners stayed longer and devoured increasingly mixed refreshments when slow tempo instrumental background music was playing than when quick rhythm instrumental music was utilized. An early study by Mistry (2015) found that essentially less time was spent in the stores at the point when the music was boisterous contrasted with when it was soft. Chebat, Dube and Hui (2015)

utilized a decibel meter in contrasting the effect of oft (normal sound degree of 60 dB) and uproarious music (normal sound degree of 90 dB). They announced that the effect of loudness on musical inclination varied by gender, with females responding more antagonistically than males to louder music (Hynes and Manson, 2016; Harrington, Ottenbacher and Treuter, 2015; Polas, Jahanshahi and Rahman, 2018). It is easily comprehensible that background music in the store might affect customers purchase intention as it attracts them to stay long time in the store. Thus, authors hypothesize that,

H3: There is a positive and significant relationship between music facility and consumer purchasing intention in fashion retail stores.

Colour-Lighting and Consumer Purchasing Intention

In the fourth hypothesis, authors predict that colour-lighting in a fashion store influences on consumer's purchasing intention. Numerous researches have been completed during the time corresponding to physiological and mental impacts of colour. Warm colours (red and yellow) have delivered inverse physiological and mental impacts than cool colours (blue and green), which are inverse on the colour spectrum (Kouchekian and Gharibpoor, 2012; Mishra, 2014). For instance, red or warm colours have been seen as related with expanded blood pressure, respiratory rate, eye blink frequency (Lichtlé, 2007). Turley and Milliman (2000) researched the impacts of shading in colour in retail store design. The outcomes showed that regardless of colour inclinations, subjects were genuinely attracted to warm colour (yellow and red) situations, yet they incomprehensibly found red retail conditions as commonly disagreeable, negative, tense, and less alluring than cool colour retail (green and blue) surroundings. He guessed that red surroundings may over invigorate purchasers both physiologically and mentally and subsequently may debilitate buying considerations and purchasing choices (Lee& and Rao, 2010; Cheng, Wu and Yen, 2009).

Furthermore, lighting was a main factor in the environment's effect on people on the grounds that brilliantly lit rooms are more stirring than faintly lit ones (Park, Pae and Meneely, 2010; Visser, Janse van Noordwyk and Du Preez, 2006). Tantanatewin, W., & Inkarojrit, V. (2016) found that consumers inspected and dealt with altogether more things under 'brilliant' lighting conditions than under ''soft'' lighting conditions. Concerning the Illuminating Engineering Society of North America (IES) Handbook expresses that "the essential goals common in the lighting of product are to draw in the customer, to start buys, and to encourage the culmination of the deal" (Saeed, 2015; Borisuit, Linhart, Scartezzini and Münch, 2015). The IES suggests that when enlightening marketing spaces, lighting designers ought to make a ''pleasant and secure environment to do business'' (Borisuit, Linhart, Scartezzini and Münch, 2015). As indicated by Park, Jeon and Sullivan (2015) a more engaging store with better-lit up product may allure customers to visit the store, wait, and ideally make a buy. Their studies recommend that a retailer's

control of the in-store supplemental presentation lighting may accomplish a noteworthy increment in general consumer involvement with in-store display merchandise. Customers are profoundly delicate to the manner in which a store is lit (Nell, 2017; Yu, H., Tullio-Pow and Akhtar, 2015). They connect more impact to lighting than they do installations and signage. Thus, authors hypothesize that,

H4: There is a positive and significant relationship between colour & lighting atmosphere and consumer purchasing intention in fashion retail stores.

Cleanliness and Consumer Purchasing Intention

In the fifth hypothesis, authors assume that cleanliness attracts the consumers purchase intention. Generally, cleanliness is one of the crucial elements of visual merchandising. Cleanliness atmosphere makes sense among consumers regarding stores. Usually, consumers prefer neat and clean physical atmosphere (Bhatti and Latif, 2014; Saini, Gupta and Khurana, 2015). Cleanliness in the fashion stores brings emotional response from consumers which later hits their intention to purchase from those stores. It should be shinny and attractive. Clean atmosphere influences on consumers purchase intention. It hits consumer's brain regarding stores (Soomro, Kaimkhani and Iqbal, 2017; Chaudhary and Jadhav, 2014). Consumer's perception becomes enriched as it is related to psychological status of consumers. Saini, Gupta and Khurana (2015) demonstrated that both frequent and occasional customers overall retail stores showed cleanliness as the absolute most significant store attribute. Hussain and Ali (2015) stated that shopping in an impeccably clean store may produce image perceptions of cleanliness, satisfaction, or extravagance. Along these lines, store image (for example a store is perfect, secure, agreeable, and so on.) can be portrayed as the general look of a store and the arrangement of mental pictures and sentiments it inspires inside the customer. Thus, authors hypothesize that,

H5: There is a positive and significant relationship between Cleanliness and consumer purchasing intention in fashion retail stores.

The Mediation Role of Consumer Perception

In the sixth, seventh, eighth, ninth and tenth hypotheses, authors assume that consumer perception mediates the relationship between store layout, product display, music facility, colour & lighting atmosphere and cleanliness with consumer purchasing intention. Consumer perception plays an important role in increasing or decreasing the consumers purchase intention (SathiyaRaj, Kumar and Subramani, 2015; Prasad and Raghu, 2018, Polas et al., 2018). The consumer's perception will be influenced by their perception and service (Bashir et. al., 2020). If consumer's perception becomes fruitful, it will affect their intention to purchase. In the fashion store, consumer's intention to purchase depends on some elements which literally help to be perceived by the consumers (Hosseini, Jayashree and Malarvizhi, 2014; Afshar Jahanshahi and Jia, 2018). It is all around reported that consumers cannot be sorted dependent on one kind of behaviour. Both their behaviour and their context interact, for example purchaser behaviour is formed by their necessities and what is accessible to address their issues. Nevertheless, behaviour is unequivocally affected by the psychological factor perception. Thorslund, Aaslyng and Lassen (2017) depict how perceptions of store qualities change between settings. Perception is characterized as the demonstration of securing by methods for the faculties or potentially the psyche. Thus, perception not just identifies with basic senses, for example, visual, flavour and taste qualities, yet in addition to shaped learning or encounters (Wong and Aini, 2017; Ripoll and Panea, 2019). A portion of our non-psychological learning components, for example, moulding and impersonation are transcendent in the early development of nourishment propensities. In this way, perception consolidates complex parts of customer behaviour, for example, learning, inspirational and relevant elements. Different models and theories have been created and are conferred about by Andersen and Hyldig (2015). Consumer perceptions are not fixed and may change. How and in what heading consumer perceptions are hard to anticipate due to the mind boggling dynamic which drives the change.

Consumer perceptions in this manner are dynamic, and there are often contrasts between consumers perceive and their behaviour (Ripoll and Panea, 2019). Models have been created to foresee consumer behaviour dependent on perception, some of which do not consider. As to nourishment, the reasonability of the fashion store industry relies

upon consumers requesting and paying for items. With the end goal for consumers to enthusiastically purchase and consume a specific fashion type, their perceptions must be certain towards it (Shen, Zheng, Chow and Chow, 2014). With regards to fashion and particularly dress, it is typically comprehended that fashion and particularly fashion identifies with its quality from an expansive perspective (Quartier, Vanrie and Van Cleempoel, 2014). It is easy to understand that visual merchandising elements influence an individual's purchase intention with mediation effect of perception. Thus, authors hypothesize that,

H6: Consumer perception mediates the relationship between store layout and consumer purchasing intention in fashion retail stores.

H7: Consumer perception mediates the relationship between product display and consumer purchasing intention in fashion retail stores.

H8: Consumer perception mediates the relationship between music facility and consumer purchasing intention in fashion retail stores.

H9: Consumer perception mediates the relationship between colour & lighting atmosphere and consumer purchasing intention in fashion retail stores.

H10: Consumer perception mediates the relationship between cleanliness and consumer purchasing intention in fashion retail stores.
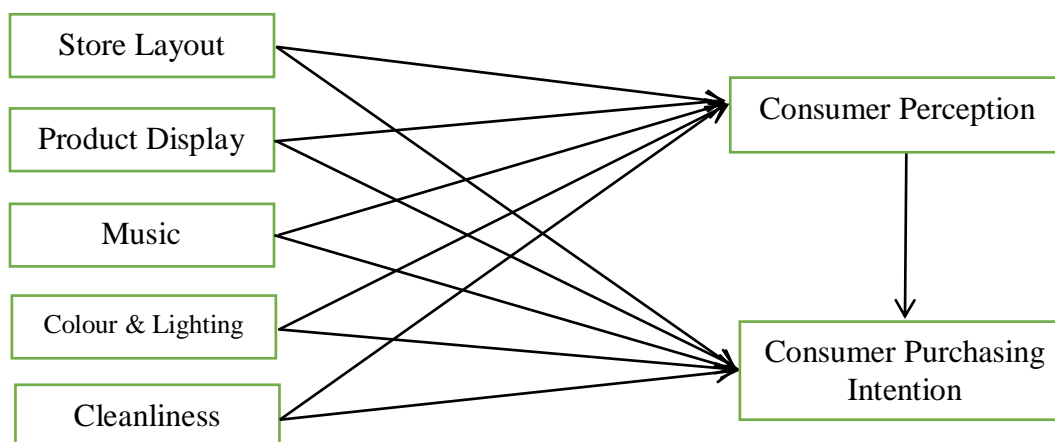

Figure 1: The Framework of the study

III.   RESEARCH METHODOLOGY

The researchers collected data using the survey method in this study. The survey was conducted among respondents available at Kuwait City in Kuwait. In this study, the questionnaire was the main instrument which consists of twenty-six. The first four questions was to measure the signified control variables, namely gender, age, marital status, monthly income and next twenty-two questions are used to measure independent, mediator and dependent variable, namely store layout, product display, music, colour & lighting, cleanliness as independent variable, consumer perception as mediator and consumer purchasing intention as dependent variable. As a measurement range, the Five-point Likert scale is used for twenty-two questions (1-22, Section B). The first four questions

(demographic related) have been used as close ended questions. In this study, to analysis the primary data Smart PLS (SEM) 3.0 software has been used following the quantitative method.

Measurement Scale

Store Layout

Here, authors have used three items for measuring the store layout. These items are *"The store layout represents the local culture, The interior design is visually well appealing, and The store layout allows all to move around easily".* The reliability assessment resulted in a Cronbach's alpha of 0.865 for this three-item store layout scale.

Product Display

Here, authors have used three items for measuring the product display. These items are *"The products are well-organized, The products are easy to be visible, and I feel convenient to find products in the store".* The reliability assessment resulted in a Cronbach's alpha of 0.822 for this three-item product display scale.

Music

Here, authors have used three items for measuring the music. These items are *"The background music is attractive, The background music is pleasing, and The background music is cool and soft".* The reliability assessment resulted in a Cronbach's alpha of 0.838 for this three-item music scale.

Colour & Lighting

Here, authors have used three items for measuring the colour & lighting. These items are *"The Colours and Lighting of the store creates a pleasant atmosphere, The Colours and Lighting of the store are attractive, and The Colours and Lighting of the store are catchy".* The reliability assessment resulted in a Cronbach's alpha of 0.831 for this three-item colour & lighting scale.

Cleanliness

Here, researcher have used three items for measuring the cleanliness. These items are *"The store is neat and clean, The store is in hygienic manner, and The store is at the optimum temperature".* The reliability assessment resulted in a Cronbach's alpha of 0.799 for this three-item cleanliness scale.

Consumer Perception

Here, authors have used three items for measuring the consumer perception. These items are *"Buying from fashion store has good value for money, The way of served to me is halal, and The staff's service makes me honoured".* The reliability assessment resulted in a Cronbach's alpha of 0.844 for this three-item consumer perception scale.

Consumer Purchasing Intention

Here, authors have used four items for measuring the consumer purchasing intention. These items are *"It is likely that I will transact with this fashion store in the near future, Given the chance, I intend to purchase products from this fashion store, Given the chance, I predict that I should visit this fashion store in the future, The performance of*

the fashion store fulfils my expectation". The reliability assessment resulted in a Cronbach's alpha of 0.785 for this four-item consumer purchasing intention scale.

IV.   RESULTS

The outcomes are called the brain of any study. Table 1 shows the respondent's demographic profile. In this study, a sample of 302 respondents was available at Kuwait City in Kuwait used for getting the study results. As found in Table 1, 65.89 percentage of respondents were male and 34.11 percentage of respondents were female. After that, 18.21 percentage of respondents were between the age of 18-22 years, 25.17 percentage of respondents were between the age of 23-27 years, 22.19 percentage of respondents were between the age of 28-32 years, 29.47 percentage of respondents were between the age of 33-37 years and 4.97 percentage of respondents were 38 years or above. Besides, 79.14 percentage of respondents were single and 20.86 percentage of respondents were married. After that, 26.16 percentage of respondent's monthly income was between 500-1000 USD, 29.14 percentage of respondents' monthly income was between 1001-1500 USD, 28.15 percentage of respondents' monthly income was between 1501-2000 USD, 16.56 percentage of respondents' monthly income was 2001 USD or above.

Table 1: Respondent's Demographic Profile

Characteristics	Frequency	Percentage
Gender		
Male	199	65.89
Female	103	34.11
Age		
18-22 Years	55	18.21
23-27 Years	76	25.17
28-32 Years	67	22.19
33-37 Years	89	29.47
38 or Above	15	4.97
Marital Status		
Single	239	79.14
Married	63	20.86
Divorced		
Separated		
Window		
Monthly Income (US Dollar)		
500-1000	79	26.16
1001-1500	88	29.14
1501-2000	85	28.15
2001 or above	50	16.56
Total	**302**	**100**

Measurement of Model Assessment

Table 2: Measurement of Model Assessment

Constructs	Items	Loading	CR	Alpha	R-Square
Store Layout (SL)	SL1	0.753	0.921	0.865	
	SL2	0.959			
	SL3	0.948			
Product Display (PD)	PD4	0.836	0.894	0.822	
	PD5	0.822			
	PD6	0.917			
Music (M)	M7	0.897	0.903	0.838	
	M8	0.877			
	M9	0.833			
Colour & Lighting (CL)	CL10	0.903	0.899	0.831	
	CL11	0.816			
	CL12	0.872			
Cleanliness (C)	C13	0.835	0.881	0.799	
	C14	0.855			
	C15	0.841			
Consumer Perception (CP)	CP16	0.912	0.907	0.844	0.843
	CP17	0.903			
	CP18	0.804			
Consumer Purchasing Intention (CPI)	CPI19	0.834	0.862	0.785	0.840
	CPI20	0.848			
	CPI21	0.724			
	CPI22	0.711			

Model assessment is one of the crucial parts for any study. It becomes easier by running SEM. Table 2 shows the measurement of model assessment where the value of CR and Cronbach's Alpha is above 0.70 and the value of factor loadings is above 0.60 which are the suggested or accepted range. However, R^2 specifies the values of the variances of the endogenous variable(s). Here, Consumer Purchasing Intention is demonstrated by a large effect (0.840 or 84%) with independent variables. Then, Consumer Perception is also stated by (0.843 or 84.3%) large effect with Consumer Purchasing Intention.

Discriminant validity: Fornell-Larcker criterion

Investigating the discriminant validity of any study model, Fornell-Larker Criterion is very popular among researchers. Table 3 below shows the discriminate validity of the study. To assess the discriminate validity for measuring the model, Fornell-Larcker criterion was smeared in this study. Furthermore, the square root of the AVE (in bold) of all variables defines the highest within a range of 0.781-0.892. In this way, it well understands that discriminant validity is remained between variables and recognized for this estimated model of the study.

Table 3: Results of the average variance extracted (AVE), and the discriminating validity

	AVE	1	2	3	4	5	6	7
1 Consumer Purchasing Intention	0.611	0.781						
2 Cleanliness	0.712	0.744	0.844					
3 Colour & Lighting	0.747	0.678	0.811	0.864				
4 Consumer Perception	0.764	0.679	0.821	0.849	0.874			
5 Music	0.756	0.543	0.788	0.805	0.833	0.869		
6 Product Display	0.739	0.742	0.687	0.811	0.732	0.839	0.860	
7 Store Layout	0.795	0.457	0.669	0.767	0.777	0.803	0.777	0.892

*The diagonal are the square root of the AVE (in bold) of the latent variables and indicates the highest in any column or raw

*Accepted range for AVE: equals to 0.50 and above

Structural Model Assessment

Figure 2 shapes the structural model assessment of the study. Author used the bootstrapping process with a resample 500 was also implemented to find out the t-values and R square.
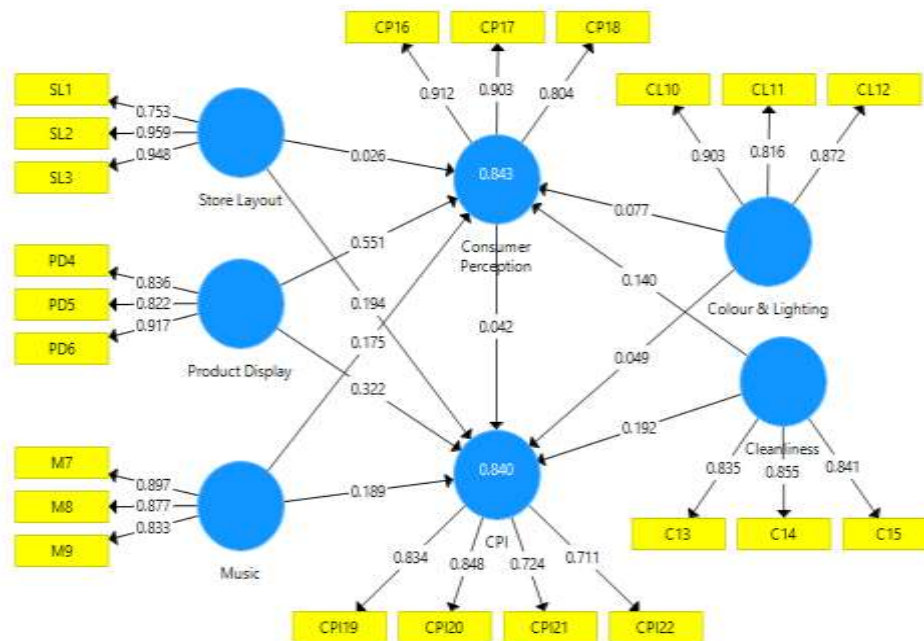

Figure 2: Standardized results of SEM calculations

Hypotheses Testing

Table 4: Result of Direct and Indirect Effect Hypotheses

Hypothesis	Relationship	Std Beta	Std Error	t-value	p-value	Decision
H1	Store Layout→CPI	0.611	0.041	14.909	0.001	Supported
H2	Product Display→CPI	0.711	0.039	18.064	0.001	Supported
H3	Music→CPI	0.748	0.036	23.421	0.001	Supported
H4	Colour & Lighting→CPI	0.766	0.036	21.315	0.001	Supported
H5	Cleanliness→CPI	0.758	0.035	21.751	0.001	Supported
H6	Store Layout→Consumer Perception→CPI	0.129	0.114	1.657	0.078	Rejected
H7	Product Display→Consumer Perception→CPI	0.881	0.021	43.332	0.001	Supported
H8	Music→Consumer Perception→CPI	0.898	0.016	57.743	0.001	Supported
H9	Colour & Lighting→Consumer Perception→CPI	0.907	0.017	52.896	0.001	Supported
H10	Cleanliness→Consumer Perception→CPI	0.893	0.021	42.648	0.001	Supported

CPI-Consumer Purchasing Intention

The Table 4 above shows the result of hypothesis testing running SEM. Firstly, researcher hypothesize that there is a positive and significant association between store layout and consumer purchase intention. As seen in Table 4, a positive and significant relationship found between store layout and consumer purchase intention (β=0.611,

t=14.909, p<0.001). So, hypothesis 1 is acknowledged. Secondly, researcher hypothesize that there is a positive and significant association between product display and consumer purchase intention. As seen in Table 4, a positive and significant relationship found between product display and consumer purchase intention (β=0.711, t=18.064, p<0.001).

So, hypothesis 2 is acknowledged. Thirdly, author hypothesize that there is a positive and significant association between Music and consumer purchase intention. As seen in Table 4, a positive and significant relationship found between music and consumer purchase intention (β=0.748, t=23.421, p<0.001). So, hypothesis 3 is acknowledged. Fourthly, author hypothesize that there is a positive and significant association between colour & lighting and consumer purchase intention. As seen in Table 4, a positive and significant relationship found between colour & lighting and consumer purchase intention (β=0.766, t=21.315, p<0.001). So, hypothesis 4 is acknowledged. Fifthly, author hypothesize that there is a positive and significant association between cleanliness and consumer purchase intention. As seen in Table 4, a positive and significant relationship found between cleanliness and consumer purchase intention (β=0.758, t=21.751, p<0.001). So, hypothesis 5 is acknowledged.

Moreover, sixthly, researcher hypothesize that consumer perception mediates the relationship between Store Layout and consumer purchase intention. As seen in Table 4, author found that consumer perception does not mediate the relationship between store layout and consumer purchase intention (β=0.129, t= 1.657, p>0.05). Therefore, hypothesis 6 is not supported. Seventhly, author hypothesize that consumer perception mediates the relationship between product display and consumer purchase intention. As seen in Table 4, author found that consumer perception mediates the relationship between product display and consumer purchase intention (β=0.881, t= 43.332, p<0.001). Therefore, hypothesis 7 is acknowledged. Eighthly, author hypothesize that consumer perception mediates the relationship between music and consumer purchase intention. As seen in Table 4, author found that consumer perception mediates the relationship between music and consumer purchase intention (β=0.898, t= 57.743, <0.001). Therefore, hypothesis 8 is acknowledged. Ninthly, researcher hypothesize that consumer perception mediates the relationship between colour & lighting and consumer purchase intention. As seen in Table 4, researcher found that consumer perception mediates the relationship between colour & lighting and consumer purchase intention (β=0.907, t= 52.896, <0.001). Therefore, hypothesis 9 is acknowledged. Tenthly, researcher hypothesize that consumer perception mediates the relationship between cleanliness and consumer purchase intention. As seen in Table 4, researcher found that consumer perception mediates the relationship between cleanliness and consumer purchase intention (β=0.893, t= 42.648, <0.001). Therefore, hypothesis 10 is acknowledged.

V. CONCLUSION

Strong visual merchandising is very important for any retail business. The prime concern of this study is to investigate visual merchandising elements which lead an individual to purchase from fashion stores. This study claims that there is a positive and significant relationship between store layout and consumer purchasing intention. That means any increase or decrease in store layout attribute will affect the consumer purchasing intention. Then, a positive and significant relationship is also found between product display and consumer purchasing intention. That means any increase or decrease in product display attribute will affect the consumer purchasing intention. After that, a positive and significant relationship is found as well between music and consumer purchasing intention. That

means any increase or decrease in background music attribute will affect the consumer purchasing intention. Furthermore, a positive and significant relationship is found between colour & lighting and consumer purchasing intention. That means any increase or decrease in colour & lighting attribute will affect the consumer purchasing intention. Then, a positive and significant relationship found between cleanliness and consumer purchasing intention. That means any increase or decrease in cleanliness attribute will affect the consumer purchasing intention.

This study also reveals that consumer perception mediates the relationship between product display, music, colour & lighting and cleanliness with consumer purchasing intention. This study claims that consumer perception does not mediate the relationship between store layout and consumer purchasing intention. It is essential for any business to respond to various markets' needs, various promotional strategies are needed to get the competitive business. The most popular marketing strategic tool used to the diversity of customers is market segmentation. In the fashion stores market segmentation based on gender and age are very important. So, visual merchandising elements are very important for any fashion stores.

Research limitations and further studies

Like other studies, there are several limitations in this study. This study only focused on the fashion stores for getting study outcomes. Only longitudinal data was used for getting study outcome. Only one city was chosen to collect data. The quantitative method was used in this study. The future study should focus on the cross sectional data which will indicate more accurate result. The future study focuses both qualitative and quantitative method. The study future focus should include two or more cities for study area. The future study can be included GEN Z for study population for getting their purchase intention.

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