

# EFFECT OF STORE WINDOW DISPLAY ON IMPULSE BUYING STREET FOOD IN TIRUPPUR CITY

**P. KRIPAHARI**

Ph. D Research Scholar, PG & Research Department of Commerce, Chikkanna Government Arts College, Tiruppur

**Dr. B. KANAGARAJ**

Associate Professor in Commerce, Chikkanna Government Arts College, Tiruppur.

## Abstract

This study examines the effect of store window display on impulse buying behaviour of street food customers in Tiruppur City. Street food vendors largely depend on visual attraction to draw customers and stimulate unplanned purchases. The research is based on primary data collected from 116 respondents and secondary data from journals and books. A convenience sampling method was adopted. Tools such as percentage analysis and Chi-square test were used to analyse the data. The study reveals that visual display elements like lighting, arrangement, colour, hygiene and menu boards significantly influence impulse buying behaviour. The findings highlight the importance of attractive food presentation for increasing spontaneous customer purchases among street food.

## Keywords

Store Window Display, Impulse Buying Behaviour, Street Food Vendors, Customer Perception

## Introduction

Street food culture in Tiruppur City is vibrant, diverse, and fast-growing. With increasing competition among small food stalls, pushcarts, kiosks, and mini-restaurants, the visual appearance of these outlets especially their store window displays play an important role in attracting customers. Unlike large restaurants, street food vendors rely mainly on visual appeal, such as food display counters, lighting, arrangement of snacks, colour use, menu boards, and hygiene presentation.

Street food purchases are often spontaneous, driven by mood, hunger cues, visual attraction, and aroma. Visual displays act as powerful stimuli that can trigger impulse buying behaviour, where customers make unplanned purchases simply because the displayed food looks appealing.

## Statement of the problem

Street food vendors in Tiruppur invest in visual presentation such as glass counters, lighting, colourful boards, and arranged food trays. However:

- Many vendors don't know which display techniques actually influence customer impulse buying.
- Some stalls attract heavy crowds, while others do not despite similar food items.
- Customers often make unplanned purchases based on visual appeal, but vendors lack proper marketing knowledge.
- There is limited research on how visual display elements affect buying decisions in the street food sector, especially in Tiruppur.
- Vendors face issues like low lighting, poor arrangement, unattractive boards, and lack of menu clarity, which may reduce impulse buying.

## Objective of the study

1. To analyse the effect of store window displays on impulse buying behaviour of street food customers in Tiruppur City.
2. To identify the visual display elements (lighting, colour, arrangement, menu boards, hygiene) that influence customers the most.

## Review of literature

[Sheoran](#) (2024) conducted a study on impulse buying behaviour of consumers with special reference to food and beverage products. The study found that a large proportion of food purchases were unplanned and influenced by visual attraction, packaging, and emotional state of consumers.

[Jaiswal](#) and [Jha](#) (2024) examined impulse buying behaviour among consumers in organized retail stores. Their findings revealed that store layout, product display, promotional offers, and consumer mood significantly influence impulse purchases.

[Gupta](#) (2022) analyzed how brands influence impulsive buying behaviour through visual merchandising and store cues. The study concluded that exterior store appearance, lighting, display design, and demographic factors such as age and gender have a strong impact on impulse buying behaviour.

[Singh](#) and [Basu](#) (2022) studied the relationship between visual merchandising and impulse buying intention among Indian consumers. Their research showed that window display, lighting, store layout, and product arrangement positively influence impulse buying intention. The study confirmed that visual merchandising acts as a powerful stimulus that triggers unplanned buying behaviour.

## Research Methodology:

The study is based on both primary and secondary data. Primary data have been collected from 116 respondents through google forms. Secondary data have been collected from various journals and books. A convenience sampling technique was adopted. Data was analysed using descriptive statistics (frequencies and percentages) and Chi-square tests.

## Data analysis and interpretation

**Table :1 Socio-Economic Profile of Respondents**

### Percentage Analysis

PROFILE		NO. RESPONDENTS	OF PERCENTAGE
Gender	Male	60	51.72
	Female	56	48.28
	<b>Total</b>	<b>116</b>	<b>100</b>
Age	Below 20	44	37.93
	20 – 30	52	44.83
	30 – 40	10	8.62
	Above 40	10	8.62
	<b>Total</b>	<b>116</b>	<b>100</b>
Education	Upto higher secondary	4	3.45
	Under graduation	54	46.55

	Post graduation	43	37.07
	Professional	9	7.76
	Other	5	4.31
	<b>Total</b>	<b>116</b>	<b>100</b>
Occupation	Student	68	58.62
	Government employee	6	5.17
	Private employee	30	25.86
	Self employee	12	10.34
	<b>Total</b>	<b>116</b>	<b>100</b>
Monthly Income	Below 10,000	64	55.17
	10001 - 20000	30	25.86
	20001 - 30000	14	12.07
	30001 - 40000	2	1.72
	Above 40000	6	5.17
	<b>Total</b>	<b>116</b>	<b>100</b>

Source: Primary data

The demographic profile of the respondents provides an understanding of the background characteristics of the consumers who participated in the study. A total of 116 respondents were surveyed for this research.

Out of 116 respondents, 60 respondents (51.72%) are male and 56 respondents (48.28%) are female. This indicates that both men and women actively participate in street food consumption. The almost equal representation shows that impulse buying behaviour influenced by store window display is relevant to both genders.

The age distribution shows that 52 respondents (44.83%) belong to the 20–30 age group, which forms the largest segment. This is followed by 44 respondents (37.93%) below 20 years. Only 10 respondents (8.62%) each fall under the 30–40 and above 40 age groups. This clearly indicates that young people and youth dominate street food consumption, and they are more prone to impulse buying due to visual attraction.

With regard to educational qualification, 54 respondents (46.55%) are undergraduates, followed by 43 respondents (37.07%) postgraduates. Only 4 respondents (3.45%) have education up to higher secondary, while 9 respondents (7.76%) are professionals and 5 respondents (4.31%) belong to other categories. This shows that most of the respondents are well educated, and visual merchandising still plays a strong role in influencing their unplanned purchase decisions.

The occupational profile reveals that 68 respondents (58.62%) are students, forming the majority of the sample. This is followed by 30 respondents (25.86%) who are private employees, 12 respondents (10.34%) who are self-employed, and only 6 respondents (5.17%) are government employees. This clearly indicates that students form the major group of street food consumers, and they are highly influenced by attractive food displays.

The income distribution shows that 64 respondents (55.17%) earn below ₹10,000 per month, followed by 30 respondents (25.86%) in the ₹10,001–₹20,000 range. Only 14 respondents (12.07%) earn ₹20,001–₹30,000, while 2 respondents (1.72%) fall under ₹30,001–₹40,000, and 6 respondents (5.17%) earn above ₹40,000. This indicates that street food consumption is highest among low-income and middle-income groups, as street food is affordable and encourages impulse buying behaviour.

The profile analysis reveals that young, educated, student-dominated, and low-income consumers form the major segment of street food buyers, who are highly influenced by visual display and impulse buying behaviour.

**Table: 2- Association Between Demographic Factors and Awareness of Store Window Display**

**Chi-Square Test**

Particulars	Profile	Level of awareness	Calculate value	Table value	D.E	Inference
Gender	Male	60	60.549	3.84	1	Significant
	Female	56				
Age	Below 20	44	62.570	7.82	3	Significant
	20 - 30	52				
	30 - 40	10				
	Above 40	10				
Education	Upto higher secondary	4	67.069	9.49	4	Significant
	Under graduation	54				
	Post graduation	43				
	Professional	9				
	Other	5				
Occupation	Student	68	1.003E	7.82	3	No significant
	Government employee	6				
	Private employee	30				
	Self employee	12				
Monthly Income	Below 10,000	64	82.103	9.49	4	Significant
	10001 - 20000	30				
	20001 - 30000	14				
	30001 - 40000	2				
	Above 40000	6				

Source: primary data

The calculated Chi-square value is 60.549, which is higher than the table value of 3.841. There is a significant association between gender and awareness of store window display. Male and female respondents show differences in their awareness levels. This indicates that gender-based differences exist in visual perception and response to food display, influencing impulse buying behaviour.

The calculated Chi-square value is 62.570, which is higher than the table value of 7.815. There is a significant association between age and awareness of store window display. Younger age groups show higher awareness and attraction towards visually appealing food displays compared to older age groups. This suggests that age significantly influences how customers perceive and respond to store window displays.

The calculated Chi-square value is 67.069, which is higher than the table value of 9.488. There is a significant association between education level and awareness of store window display. Respondents with undergraduate and postgraduate education show higher awareness levels, highlighting that educational background enhances visual understanding and marketing awareness, thereby influencing impulse buying decisions.

The calculated Chi-square value is 1.003, which is lower than the table value of 7.815. There is no significant association between occupation and awareness of store window display. This suggests that students, government employees, private employees and self-employed respondents do not differ significantly in their awareness levels. Hence, occupation does not play a major role in influencing awareness towards visual display.

The calculated Chi-square value is 82.103, which is higher than the table value of 9.488. There is a significant association between income level and awareness of store window display. Awareness is higher among low- and middle-income groups, as they are more attracted by visually appealing and affordable street food displays. This indicates that income level significantly influences impulse buying behaviour through visual attraction.

## Finding

- Most respondents belong to the low-income group, showing affordability encourages impulse buying.
- Gender, age, education and income significantly influence awareness of store window displays.
- Occupation does not have a significant relationship with display awareness.
- Visual factors such as lighting, hygiene, food arrangement and colour strongly trigger impulse buying.
- Attractive food presentation directly increases spontaneous purchase behaviour.

## Suggestions

- Street food vendors should focus on bright lighting and clean food counters.
- Use colourful menu boards and proper food arrangement to attract customers.
- Vendors should maintain high hygiene standards, as it strongly affects impulse buying.
- Special attention should be given to students and young working customers.
- Vendors can adopt uniform display design to improve visual identity.
- Affordable pricing with attractive presentation can increase daily sales volume.

## Conclusion

The study clearly concludes that store window display plays a vital role in stimulating impulse buying behaviour among street food consumers in Tiruppur City. Visual elements such as lighting, cleanliness, colour combinations, food arrangement and menu clarity strongly attract customers and encourage unplanned purchases. The findings prove that young consumers and students are the primary impulse buyers. By improving visual presentation techniques, street food vendors can significantly increase customer attraction, satisfaction and profitability. Hence, effective store window display is not just decoration but a powerful marketing tool for street food businesses.

## REFERENCE

- Sheoran, N. (2024). Measuring the impulse buying behaviour of consumers: Special reference to food and beverage products. [Space and Culture, India](https://doi.org/10.20896/saci.v11i4.1332), 11(4), 102–113. <https://doi.org/10.20896/saci.v11i4.1332>
- Jaiswal, R., & Jha, G. K. (2024). A study on impulse buying behaviour among consumers in organized retail stores in Varanasi district. [Asian Journal of Management Commerce](https://doi.org/10.20896/saci.v11i4.1332), 5(2), 245–255.
- Gupta, M. (2022). Exhaustive research on how brands exploit impulsive buying: An empirical study. [International Journal of Research and Analytical Reviews](https://doi.org/10.20896/saci.v11i4.1332), 9(2), 326–334.

Singh, K., & Basu, R. (2022). Visual merchandising and impulse buying intention: Investigating consumers of sports products in India. [Academy of Marketing Studies Journal](https://doi.org/10.20896/saci.v11i4.1332), 26(6), 1–15.

## Copyright & License:

© Authors retain the copyright of this article. This work is published under the Creative Commons Attribution 4.0 International License (CC BY 4.0), permitting unrestricted use,

distribution, and reproduction in any medium, provided the original work is properly cited.