

Chapter 9

The Impact of Product Display on Consumer Attention and Buying Intention

Sneha Jaiswal

Christ University, India

Abhinav Priyadarshi Tripathi

 <https://orcid.org/0000-0002-5492-7616>

Christ University, India

Anju Tripathi

Asian Business School, India

ABSTRACT

“The study, titled 'The Impact of Product Display on Consumer Attention and Buying Intention,' critically examines the complex relationship that exists between consumers and product displays in the dynamic retail environment.” The study investigates how product arrangement, presentation, and visual appeal work as influencing variables in consumer decision-making, with a focus on the issues given by an excess of alternatives. Based on a thorough evaluation of the literature, the study develops a conceptual framework that includes independent variables related to display characteristics, a mediator variable (customer attention), and moderating factors related to consumer and retail environment characteristics. The impact of display location, size, colour, movement, and lighting on consumer attention and purchasing intention is investigated using hypotheses and objectives. The study takes a mixed-methods approach, gathering primary data from 70 people in the

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NCR Delhi region using interviews and questionnaires and leveraging secondary data from diverse sources. Descriptive statistics offer subtle insights into age-related trends, illustrating the varied impact of appealing displays on various age groups. Chi-Square Tests are used to investigate correlations between categorical variables, providing useful insights into the relationship between education level and shopping patterns. The results have significant impacts for organizations searching for to improve their marketing strategies by optimising product displays, emphasising the need of context-aware interpretation, and recognising the changing landscape of customer behaviour in the retail sector. Finally, this study serves as a thorough guide, unravelling the subtle dynamics that impact consumer decisions in reaction to product displays and laying the groundwork for future research in this expanding topic.”

1. INTRODUCTION

In the constantly changing environment of retail, where consumers are continuously overloaded with options, attracting attention and influencing purchasing intentions has become a critical task (Smith et al., 2020; Johnson & Lee, 2019). Among all the elements affecting consumer behaviour, the importance of product displays in retail spaces has emerged as a powerful and significant device.

Product arrangement, presentation, and aesthetic appeal serves as the link between a product and its prospective consumer, acting like unspoken salespersons within the retail environment (Chang et al., 2018). These displays have an extraordinary potential for capturing a consumer's attention, engage their senses, and ultimately influence their purchasing decisions. Understanding the intricate connection between product displays, consumer attention, and purchasing intentions has become a priority for both retailers and marketers.

This study begins an interesting analysis of this complex relationship, attempting to uncover the many features of product displays that influence consumer behaviour. It focuses into display visual aesthetics, strategic placement within retail settings, and the basic Behavioural factors that impact consumers. responses (O’Boyle et al., 2021). By giving into focus these key areas, this study aims to provide a thorough knowledge of how businesses can use product displays to fascinate consumers and influence their purchasing decisions.

As we continue through this exploration, we hope to understand the complexities that determine why and how consumers make decisions in the huge retail ecosystem. The effect of product display on consumer attention and purchasing intent is more than a transactional aspect of commerce; it is a dynamic interplay of psychology, aesthetics, and strategic marketing. Allow this study to serve as a guide into the

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