



Facets of Visual Merchandising

Mr. Rajeev Kumar

Assistant Professor, Amity School of Fashion Technology, Amity University Chhattisgarh

DOI: <https://doi.org/10.55248/gengpi.2022.3.6.35>

ABSTRACT

Visual Merchandising is the proper display of merchandise as well as a store in order to have more and more footfall. It is an attractive way and an eye-catching technique to make customers know what the store stands for and offers to its to be customers. The retailers today are using the merchandising tool to differentiate themselves from other competitors and to be prominent in the market and attract the customers. The main purpose of this research study is to understand visual merchandising and its impact on consumer buying behavior and to understand its all aspects. This study was conducted to test how the visual merchandising and outlook factors impact store image and customer buying behavior. It is found that window display, fixture, signage, mannequin, colors and lighting were significantly associated with consumer buying behavior. In order to stand out in the increasing competition, it is important that retailers design their store and present it in a creative and eye-catching manner. Greater concern should be given to the product displayed in windows and on mannequins as they are drivers of store visits.

Keywords: Visual Merchandising, Consumer Buying Behavior, Windows Display, Mannequin, Fixtures, Signage, Colors and Lighting.

INTRODUCTION

Visual merchandising is a skill which is growing popular nowadays with the entry of large giants and due to emergence of many super markets, malls, super stores and exclusive showrooms. In a fastgrowing market where e-marketing captures majority of the market share, it is necessary for all retail outlets to employ some technique which pulls customers to their store. Visual merchandising is one such technique which makes customer to spend some valuable time and feel good about the place where they are buying goods. The main objective of visual merchandising is to attract customer and to sell the products. Buttlealluded visual merchandising to as the 'Silent Salesman'. McGoldrick suggests that visual merchandising is: 'one of the visible, systematic, logical and intelligent ways of putting stock on the floor'. Visual Merchandising is offered to the customer from exterior of the store to interior of the store. Visual merchandising is a tool to increase sales and influences customer decision to buy the products. 80% of impressions are created by sight. Impulse buying takes place only through sudden look of the tempting products. Visual merchandiser takes great care to make both exterior and interior of the store to look attractive. Visual merchandiser creates a visual merchandising plan and continuously changes it according to current trend to attract the customer.

AIM

- The aim of this research is to study the influence of visual merchandising elements on consumer buying behavior and to understand its all aspects.

OBJECTIVE

- To study the impact of visual merchandising on the buying behavior and the buying decisions of the customers
- To explore the impact of layout in a retail store on customer buying Behavior.
- To find the impact of window display, mannequin display, fixtures, signage, colors and lighting on consumer impulse buying.
- To explore if buying choices are made before reaching the store or based on visual displays in the store.
- To analyze whether customers can recall the products displayed by visual merchandising or not.
- Tostudythe consumer attitudetowardsvisualmerchandisingphysicalstoresforfashionwear
- To determine the various factors such as F1 (Attractive product display), F2 (Ambiance inside the store); F3 (New product arrival in the store), F4 (Offers for the day) and F5 (Floor merchandising) that determines the impulsive buying behavior of the respondents.
- To assess the impact of demographic factors on chosen variables such as F1 (Attractive product display), F2 (Ambiance inside the store); F3 (New product arrival in the store), F4 (Offers for the day) and F5 (Floor merchandising).

LITERATURE REVIEW

The Role of Merchandiser and Strategy

In article "Tricks of the trade" Berretto Anton (2007) pointed out that the basic components of store design are color, texture, light and music which can enhance store appeal and ultimately invites the customer to touch the product.

In book Retail Management: Functional Principle and Practices, Gibson G. Vedamaniin, mentioned about three roles of Visual Merchandising. First is presentation of products in a way that can lead them to be sold quickly with highest possible margin. Second role is the visual seduction charms the customer which leads to the add-on sales. Third role is to create merchant's individual retail image. Gibson also mentioned about three challenges to be faced by Visual Merchandisers. First challenge is to balance the store atmosphere as per the store image. Second challenge is to influence customer buying decision with the help of VM tools and design elements. Third challenge is to balance the cost associated with store design elements with sales and profits.

Gibson also mentioned about roles of a Merchandiser. According to him, a Visual Merchandiser helps in enhancing sales and customer experience. He gave a list of duties for a Visual Merchandiser, some of which are planning and executing VM theme and displays, arrangement of props for displays, arrangement of required fixtures and lighting, working on floor plans, training personnel on the sales floor to create displays, organizing racks and shelves where merchandise is kept, etc

In book Retail Environment and Operation Andrew J. Newmen and Peter Cullen (2007) defines the role of merchandiser is to target right customers, with right merchandise at the right time in the right place. The term 'Merchandising' involves stages like Planning, sourcing, buying, arranging, displaying and space management of products.

In article on 'Managing Merchandising' Dalal M. (2010) defined Merchandising as process to provide right goods, at the right time, through right medium, at the right place, in the right mix, of the right quantity, from the right source.

In his article 'Mechanics of retail merchandising' Dalal M. (2010) states that a retail merchandiser has to keep a watch on sales pattern of all the retail outlets, compare them with expected sales to take corrective actions. Merchandiser has to keep an eye on market trends and is required to respond accordingly.

RETAIL COMMUNICATION

In article 'Visual Merchandising and the creation of discernible retail brands' Kerfoot, Shone; Davies, Barry; Ward, Philippa (2003) focused on relation between Visual Merchandising and Retail Communication. They also stated that both academicians and practitioners of Visual merchandising believe that Visual communication is an important aspect of retailing.

In article 'Inspired by Passion' Nair, Santosh (2011) said that Mass Media has taken central stage. Marketing always goes through budget constraints. But Visual Merchandising is still a preferred marketing tool. Retailers have understood that major contribution to the selling of merchandise is in-store presentation and lesser contribution is from other marketing and advertising communications.

Visual Merchandising & Shoppers' Buying Behavior

In research on 'Impact of visual merchandising on consumer buying behavior' Rani (2012) explained about several factors which makes and impact on consumer behavior like eye catching window displays, product presentation, sales & clearance signs of the stores and special promotional signs.

In research on 'Impact of visual merchandising on consumers' Mohan & Ojha (2014) purchase decision in apparel retail states that there is a considerable impact of factors discussed in the research on consumers' purchase decision. They also suggested that retailers should use these tools wisely to make their products more appealing to prospective customers.

In research on 'Assessing the Role of Organized In-Store Visual Display' Mishra & Agnihotri (2012) determinants on consumers' shopping behavioral intentions in India reveals the major VM determinants and their impact on consumer behavior, which can help the store managers to increase sales. The research is focused on an organized grocery store setup.

In research on 'Understanding the Importance of Visual Merchandising' Seock and Lee (2013) on store Image and shopper Behaviors in home furnishings retail setting, identified the important visual merchandising factors and their relationship with store image perception and consumer behavior. This research is focused only on home furnishing retail setting.

In research of Kim J. (2013) in his study on the effect that VMD in store has on purchasing products, found that there were three factors of VMD in store. First was experience before purchase, second was self satisfaction and third was store environment. In addition to these, recreational factors were also found important.

Visual Merchandising and Impact on Store Sale

In their research on 'Influence of Visual Merchandising over Retail Store Sales' Khan and Kumar (2016), used co-relation analysis to determine the comparison of various element like product display, store ambience, floor merchandising, promotional strategy and discount signage with store sales.

In research Visual Merchandising – A changing scenario, Sodhi and Kant (2012) compared the status of VM between year 2005 and 2012 in the city Chandigarh. Survey method and Interview schedule was adopted for this research. They discovered that almost all the stores studied under this research use some form of VM tools to boost their sales.

In research paper 'A study on the effect that V.M.D. in store has on purchasing products' Kim Jong Sung (2013), tried to establish a relationship between Visual Merchandising Designs and Sales of the store. To collect the data, author visited mobile telecommunication stores and interviewed the customers about role and effect of VMD on their purchase decision. Author concluded with the result that average time customers spent in the store was

less than 10 minutes. Another finding of this research was that window displays and showcase displays were the most remembered VMD. Author concluded that the stores where customer experience in advance before purchasing, VMD should be applied accordingly.

Visual Merchandising - Nature & Function

In book Retail Management, named Visual Merchandising as 'Silent Salesman' Gibson Vedamani. According to him it is done by converting a passerby into a customer. It helps in communicating the features of the merchandise and thus promotes sales.

Promotional Management

In article 'Visual Merchandising: a neglected area in UK Fashion Marketing' Lea-Greenwood, Gaynor (1998) connected Visual Merchandising with Promotional Management. According to him, In-store displays are like television commercials, where products on sale are displayed / highlighted and sales staff describes the product aesthetics to the customers. Success can be measured in the form of sales. Merchandiser's role is to ensure that the supply is satisfying the demand.

In book 'Visual Merchandising and Display' Pegler, Martin M., states that during economic recession, retailers try to avoid display budget and focus more on mass media communication. At that time too, display at Point of Purchase area becomes important and yields result in best economical way.

Retail Branding & Store Image

In article 'Marketing and Corporate Affairs, M & B Footwear' BaggaVikas (2009), VP, states that Visual Merchandising reflects Brand Identity at the store level. It attracts customers and communicates about the offerings.

In research by D. Gopal Krishnan, S. Sakthival, K. Santoshkumar (2009), integrated Fashion Retailing with Brand Image. They mentioned that to compete with the International Brands, Indian Brands has to improve their Product range, improve the quality and improve the presentation. They concluded that customers buying trend is changing. Now customers are looking for quality, best price and time management along with shopping experience. All such elements constitute the Brand Image of the store.

Impulse Buying

In research article by Joseph Weishar (1995), states that shopping decisions are made in response to specific stimuli. Retailers need to understand such responses and act accordingly. Visual Merchandising is what provokes the urge of shopping. He also states that about 60 to 90% buying decisions are made at the point of purchase. He also added that what the eye sees, the body follows.

In research paper 'Visual Merchandising and Impulse Buying Behavior: A Case of Retail Industry' Saini, Chand; Gupta, Rakhi; Khurana, Ishant (2015), tried to find out the key elements contributing the Impulse buying behavior of customers in a store. On the basis of result of this research, authors concluded that color, presentation style, fixtures, quality of material and lighting are the few elements of VM, which contributes most to Impulse buying behavior of customers.

Physical Environment and Store Design

In article, 'Visual Merchandising and The Creation of Discernible Retail Brands' Kerfoot, Shone; Davies, Barry; Ward, Philippa (2012), mentioned about three types of interior display – Merchandise display, POS (Point of sale) display and architectural display. He also concluded that ideally, the retail supply should properly be displayed on the layout, to maximize sales.

In articles 'Interiors as stylish as the clothes women wear daily' and 'Sleek surroundings: Design gurus are being enlisted to create store interiors as stylish as clothes' Kleinman, Rebecca (2002), stated the importance of store environment and its relation with store image. Writer also mentions that when all the retailers of your competitor brand are flooding their stores with merchandise and presenting them with best possible VM techniques, designer stores or specialty stores are left lesser options to differentiate. One way of attracting customer to your store is its store design and experience. Writer intends to convey that Store interiors are one third of the store experience. It should be distinct and painless or easy at the same time. A distinct store design can lead to distinct brand image and upper hand over your competitors.

Sensory Retailing

In article 'Revitalizing Visual Merchandising' Tullman Mathew (2004) states that only visuals or window displays are not sufficient to grab customers. A visual Merchandiser must work on all five senses because information collected through all five senses sticks the mind more and can be remembered for longer duration. Only Visuals may lead to overdose for one sense and can further lead to disinterest of the viewer. Using all the senses, a retailer can engage the prospective customer for longer duration and may succeed to communicate his idea or product better.

In article 'Art and Science of Visual Merchandising' Singh D (2008) gave results of his survey and concluded that all the elements of VM including exteriors, Interiors, Displays, layouts, mannequins, lighting and music helps in contributing experience to the customer through his senses, which ultimately leads to satisfaction and Brand recalling. This way Visual Merchandising helps in boosting sales of the store.

In article 'Colorful Influence' Smitha Samuel (2011) mentioned that color used inside or on the exterior of the store helps in creating a distinct identity of the brand. It helps in creating a long-lasting impression the mind of viewer. It can guide eye movement and enhance mood.

Interior Element

In article by Swoboda, Debby (2007), said that even signage can work like silent salesmen. Creative messages like discount offers or promotional schemes can boost sales of even slow moving products to an extent.

Tyreman, David; Walton, Keith (1998), focused on importance of theme for displays in a store. According to them, Visual Merchandising is done not only on shelves but also on other prominent areas of the store too like Display area, Windows, aisles, end caps, showcase etc. Using a theme for a display helps in connecting the customer with the display and the product. Using other design elements like color or music or aroma will further help in building the mood as per the display theme.

In article by Bapna M. (2010), termed Windows Display as 'face of the store'. Customers' shopping experience begins with the first point of contact – Façade of the store. Design elements like Color, shape, mannequins, theme of the display etc conveys about the store and what is being sold in it. Window Display is like a calling card which induces them to walk inside the store, explore the products and then shop. To attract the attention of passersby, a store has a time span of around 10-15 seconds. Retailers must use new and innovative ways of attracting and holding their attention. A

display created at the Window, is the first impression on the passersby and it conveys about the target customers and their demographic characteristics, the store is focused for.

Cosmetic Category

In article 'Winning at Retail' Young, Scott (2002), mentioned about importance of location of cosmetics and beauty products in store layout. Such products are purposefully positioned near the entrance, mostly to capitalize the traffic flow. Counters are made attractive and extra natural color lighting is provided at the counter to increase visibility and color matching. Writer also states that more than 66% of the buying decisions for cosmetics are made at the point of purchase.

In article 'Face Facts' Clare Dowdy (2006), discussed about the challenges of differentiating a cosmetic brand from its competitor brands in a store. All the brands are trying to catch attention of the customers, but they have only a few seconds or a glance to capture it. Brand needs to be creatively distinct without being overload of information. Writer also adds that too much of communication or efforts may confuse the customers and may create visual chaos. Displays should be planned well to avoid this clutter.

Perfume Category

In article by 'Counter Intelligence' Skaredoff Lisa (2004), states that standing out for a perfume brand is much more difficult. Only quality cannot differentiate a brand in the era of modern advertising. Brands are focusing on building brand image to capture customers' attention.

Writer also states that being noticed is not going to serve the purpose, brands need to reinforce the image continuously. Retailers do not sell perfume as a product but as an experience.

RESEARCH METHODOLOGY

It is an attempt to understand the term Visual Merchandising and to have an assessment over the work done so far. The data and information have been also collected from primary sources and to review the literature, secondary data has been collected from authentic sources and databases online questionnaire, online journals, online blogs, magazines, business newspapers, periodicals, reports, text books and websites. Further face to face interviews for the related area were also taken into consideration for the study, the members are consecutively selected in order of appearance according to their convenient accessibility, The sample size is determined as 150 respondent's between the age group of 18 to 50 – because this age group goes out shopping more.

Research Study

Need for Visual Merchandising

In the current arena, even the middle-class family who gets average income want to purchase in a place which has good ambience, lighting and having proper display. Starting from vegetable store to jewelry, people look for visual treat. Visual merchandising creates pleasure to the customers who is shopping by stimulating all five senses through good aroma, attractive display, light music, touch and good taste.

Techniques Used in Visual Merchandising

a) Make Merchandise the Focal Point

The main aim of display is to showcase the products in a neat and attractive manner to the customers within the given area. Merchandise should be the focal point to customer. Customer should not be distracted by too many displays. Closely related products are kept nearby to attract customer's attraction. In case of fashion merchandise retailers should change the display frequently according to current trend. Staple merchandise is those products which are always in demand. Staple merchandise should always occupy a space in display.

b) Display Calendar

A good display calendar is the result of planning, coordination and cooperation. To plan good displays, it is important to have a display calendar. This would include all marketing events, festivals etc. As well the launch dates for specific merchandise, such as the spring-summer collection, special kids wear collection etc

c) Window Display

Customer gives only few seconds to window display. Window display helps the retailer to establish and maintain an image. An effective and attractive window display arouses the curiosity of customer. A store can have series of windows if they want to display more items.

d) Color and Texture

Color is one of the most important tools in the Visual Merchandising. Color increases the brand recognition up to 80 percent. Color has an impact on human psyche and it has ability to affect our mood. Primary colors like yellow, blue, red is always attractive. Colors are mostly associated with occasions and emotions. Color has the ability to attract more customers into the store. Attractive and elegant color in the display items turn walkers to stoppers and significantly convert them into shoppers. Texture can be rough, smooth, sleek, durable, permanent, thick, thin, earthy, natural, wholesome, sandy, soft, hard, coarse, fine, regular or irregular.

e) Exterior Architecture

A store's exterior look is often referred to as the architecture. The exterior store design includes various factors like parking, inviting entrance, location of the store, frontage and exterior of the building, window display, store name and display space. These elements give a good first impression to the consumer. An effective store front also influences customer's mood. A cluttered, dirty store front will prevent customers from entering the store. Store's exterior has impact on image of the store so retailers today are working hard to create a good architecture.

f) Store Name

An efficient store name sets the pitch and provides the store identification by conjuring up an image in the customer's mind. An effective name is

consistent with both the product mix and the store atmosphere.

g) Styling

Styling merchandise refers to unique way of displaying products in a way that the USP of each product is not only brought to fore but is also enhanced. Good styling can act as a shopping guide and helps customers save time and effort while selecting and matching coordinates.

h) Sales Tracking

Visual Merchandising is all about showing off the merchandise in a store. These are visual concepts at their very best, aimed at making a sale. It is, therefore important to know how effectively VM is being used and the scope for improvement therein.

i) Handling the Mannequin

A mannequin may well be the most valuable asset in the store. A 'silent salesperson', it speaks the clearest fashion message on behalf of the store. A mannequin will stand tirelessly for hours and days, in the same place, in the same position with the same attitude, always smiling, fresh and pleasant. It does not gain or lose weight or inches; it does not ask for time off or extra pay for any increase in cost of living.

j) Lighting a Mannequin

In Store Mannequins should be lit with an intensity that is there to five times greater than the ambient lighting in the store. This can be done using incandescent flood-lights and spot-lights. The mannequins face should be lit from, most desirably, three angles-or at least two angles to avoid shadow.

k) Lighting and Music

Proper lighting is one of the most important considerations in retail outlet. Lighting is used to direct customer attention to display. More light should be used for dark colors and less light for light colors. Today lighting has become a display medium. Customers' are generally attracted by the brightest item or area. Lighting is used to capture the customer mood. Soft and light music soothes customers mind and helps them to make good decision. Most of the gift shops and fast food restaurants play latest and mild music to attract the customers.

l) Display Theme

Display theme is necessary for display. A theme is a display of sale items of analogous categories e.g. a display of cosmetics. Theme is necessary for all retail displays. A good theme should capture people imagination and they can be cool, warm, romantic or wild. A good theme will entice the customer with a good shopping mood. Good imagination and good creativity is necessary to create a good theme. A theme for Christmas occasion is group of angel mannequins with white dresses. A bridal theme in India can be many colorful sarees, lehenga particularly in maroon, red and dark pink which is preferred by brides. Related themes are used to increase impulse buying

m) Prop and Fixture

A prop is an object added to support the theme of the product. Props are very important part of the display and are used to tell story of the product. There are certain props which are used only for displays such as Floor coverings, wall colorings, backgrounds, mannequins, screens and steps. These are functional props which are used to physically support the merchandise. Mirrors, flowers seashells, surfboards are called decorative props which is used to establish the mood or an attractive setting for the merchandise on display. A prop will highlight the most wanted merchandise and will add visual treat to the customers. Fixtures are used for storing and displaying merchandise. They may be floor fixtures or wall fixtures and are manufactured by various materials like wood, glass, steel and synthetic.

n) Banner

Banner is an inexpensive way of promotion. Banner is easy and quick to install. Images, slogans can be added to banners to make the appearance of banner more interesting. Banners should be changed frequently and can be reused. When banners are changed frequently consumers will think stirring changes are taking place inside the store.

o) Sign and Graphic

Signs and graphics should be provided inside the store. Enough directional signs should be provided inside the store and local language should be included in the sign and signage system. Signage should be informative and clear. Most giant retailers employ signage which includes, prize, size and department location. These are also known as visual indications that direct the customers to have a look at entire store which often results in impulse buying. Light-directed signage should be included in front of the store to attract people during the night and old signage should be changed frequently.

p) End Caps

End caps are display for the product at the end of the store. The products placed on the end caps easily grab customer attention and sell at faster rate. A common endcap technique is cross-merchandising, where interrelated items are grouped together to encourage additional sales. An example of this would be when a departmental store displays pen and ink together.

Visual Merchandising and Impulse Purchase

Impulse purchase constitutes about 15% of the store and has the highest rate of sale. Visual merchandising helps to showcase the product by using end cap technique or by placing them near the counters for higher visibility or by cross merchandising to increase the sale of the products. Candies in a super market and hair accessories in a fashion store are impulse purchase items and are kept near cash counters and entrances/ exits. The locations of various goods are chosen carefully to ensure that the customer is exposed to the entire store, thus increasing the possibility of purchase. Talking about space management and optimization in a retail store, Ajay Mehra, Coo of Times retail (Planet M) says" Space management does not end with just optimization, but has a much larger opportunity for merchandise promotion and display which could not only bring profit for a retail organization but entertain and delight customers too"

Visual Merchandising and Customer Buying Decisions

The atmosphere of the shopping environment can influence customer attitudes and their perceptions in relation to the overall quality of the store in terms of the uniqueness of the product, service levels (Baker, Grewal and Parasraman, 1994), the purchase price (Areni and Kim, 1993) and purchase volume (Milliman, 1982). A thematic environment has become necessary as people look into much more than purchasing things at the store or even at the restaurant. One hour at the place should not be spent simply looking at walls or eating food" opines Manoj Mittal of Khana unlimited. India has

many such theme restaurants and even tier 2 cities are concentrating on theme-based model for their stores and restaurants. Mercuries is a restaurant in New Delhi that started in the early years of 21st century and has solar system as theme. In Coimbatore Rayappas is the hotel which has rain forest as its theme. The purpose to set a theme is to create an exciting environment for the customers and to improve the customer buying decision. According to customer stickiness progression model loyal shoppers will become spenders who contribute more to the profit of the organization. Visual merchandising has a great role by converting passerby to spenders and ultimately converting them to loyal customers.

ANALYSIS AND DISCUSSION

Table 1: Age Group of Respondents

Age Group of Respondents		
Age	No. of Customers	%
18- 20	14	12
21-30	62	52
31-40	38	32
41-50	6	5
Total	120	100
Data Expressed in Numbers & Percentage		

Age Group of Respondents

Majority 52% of the respondents are aged between 21 to 30 years, an average age group of 32% are of 31-40 years

Table 2: Gender of Respondents

Gender of Respondents		
Gender	No. of Respondents	%
Male	69	58
Female	51	43
Total	120	100
Data Expressed in Numbers & Percentage		

Gender of Respondents

Majority of the respondents i.e. 58% are male and 43% female.

Table 3: Marital Status of Respondents

Marital Status of Respondents		
Marital Status	No. of Customers	%
Married	41	34
Unmarried	79	66
Total	120	100
Data Expressed in Numbers & Percentage		

Marital Status of Respondents

34% of respondents are married and 66% of the respondents were unmarried

Table 4: Store Show Window Displays Attracts Customer to venture inside the store

Store Show Window Displays Attracts Customer to venture inside the store		
Scale	No. of Respondents	%
Strongly Agree	35	29
Agree	67	56
Undecided	14	12
Disagree	0	0
Strongly Disagree	4	3
Total	120	100
Data Expressed in Numbers & Percentage		

Store Show Window Displays Attracts Customer to venture inside the store

Considerable Majority that is 85% of respondents agreed and strongly agreed that the Show window displays attract them to venture inside the store

Table 5: Store Show Window displays increase consumer interest in merchandise that is displayed

Store Show Window displays increase consumer interest in merchandise that is displayed		
Scale	No. of Respondents	%
Strongly Agree	40	33
Agree	66	55
Undecided	8	7
Disagree	6	5
Strongly Disagree	0	0
Total	120	100
Data Expressed in Numbers & Percentage		

Show window displays always increases customer interest towards those product items being displayed

Considerable proportion of the respondents, 88% agreed and strongly agreed to the statement that store show window displays created an interest in them towards merchandise that is displayed, 5% of the respondents disagreed with the statement.

Table 6: The Lighting arrangement of the store draws attention and creates better visibility for the displayed merchandise

The Lighting arrangement of the store draws attention and creates better visibility for the displayed merchandise		
Scale	No. of Respondents	%
Strongly Agree	23	19
Agree	77	64
Undecided	18	15
Disagree	1	1
Strongly Disagree	1	1
Total	120	100
Data Expressed in Numbers & Percentage		

The Lighting arrangement of the store draws attention and creates better visibility for the displayed merchandise

Majority 83% of respondents agree and strongly agree that the lighting arrangement of the store draws attention and creates better visibility for the displayed merchandise, 2% of the respondents disagree and strongly disagree with the statement.

Table 7: The Color combinations adds to the customer appeal of the store

The Color combinations adds to the customer appeal of the store		
Scale	No. of Respondents	%
Strongly Agree	32	27
Agree	73	61
Undecided	8	7
Disagree	5	4
Strongly Disagree	1	1
Total	120	100
Data Expressed in Numbers & Percentage		

The Color combinations adds to the customer appeal of the store

Considerable Majority 88% of respondents agree and strongly agree that the color combinations adds to the customer appeal of the store, 4% of the respondents disagree and 1% of respondents strongly disagree with the statement.

Table 8: The Store Layout and Organization of Shelf Space increases consumer interest in the products

The Store Layout and Organization of Shelf Space increases consumer interest in the products		
Scale	No. of Respondents	%
Strongly Agree	22	18
Agree	78	65
Undecided	14	12
Disagree	6	5
Strongly Disagree	0	0
Total	120	100
Data Expressed in Numbers & Percentage		

The Store Layout and Organization of Shelf Space increases consumer interest in the products

Considerable Majority 83% of respondents agree and strongly agree that the Store Layout and Organization of Shelf Space increases interest towards products, 5% of the respondents disagree with the statement.

Table 9: The Brand Signage and Graphics attract customers towards the products

The Brand Signage's and Graphics attract customers towards the products		
Scale	No. of Respondents	%
Strongly Agree	26	22
Agree	73	61
Undecided	17	14
Disagree	4	3
Strongly Disagree	0	0
Total	120	100
Data Expressed in Numbers & Percentage		

The Brand Signage and Graphics attract customers towards the products

Considerable Majority 83% of respondents agree and strongly agree that the Brand Signage's and Graphics attract them towards the products, 3% of the respondents disagree with the statement.

Table 10: - The music played in the store has influenced the customers to spend more time instore and shop more products.

The music played in the store has influenced the customers to spend more time in store and shop more products		
Scale	No. of Respondents	%
Strongly Agree	22	18
Agree	72	60
Undecided	14	12
Disagree	12	10
Strongly Disagree	0	0
Total	120	100
Data Expressed in Numbers & Percentage		

The music played in the store has influenced the customers to spend more time in store and shop more products.

78% of respondents agree and strongly agree that the music played in the store has influenced customers to spend more time in store and shop more products, 10% of the respondents disagree with the statement.

RECOMMENDATION

The research results of present study have more practical orientation and which is important for the marketers in fashion retail store. Hence, the study suggests the following.

- Majority of customers responded to the lighting more positively. They specially mentioned that the Lighting arrangement of the store draws attention and creates better visibility for the displayed merchandise; they feel relaxation during the shopping. Hence the managers can select correct lighting system that creates satisfaction of emotional needs of customers.
- Majority of customers responded that store show windows displays create interest to venture inside the store and shop more products, hence the store should provide special attention towards store show window displays.
- Visual merchandising is the most significant variable in the store ambience. It can radically influence on consumer's buying preference. Hence, application of more eye-catching visual merchandising materials in their promotions will help to obtain superior results.
- While designing the merchandising displays and planogram, the fashion retail store managers should pay special concentration on ceiling lights, category layout, color combination, graphic signage's, and category name of products.
- The music played in the store has influenced and encouraged customers to spend more time in store and shop more products. It will help customers to make inclination buying decisions in fashion retail store.
- The store lighting, themed displays, Design layout, and cleanliness are the key essentials of visual merchandizing programs.
- It was noticed that most of customers are willing to buy products from 6.00 p.m. To 9.00 p.m. In weekdays and 10.00a.m. To 8.00p.m. Throughout weekends. Therefore, visual merchandisers can pay astonishing attention to make attractive environment in the premises and make action to control the rush situation
- While planning for themed displays for festive seasons and special discounts, the theme of the display and creativeness should match the offer for example when planning for Diwali special it's very important that pick all the ethnic wear collections and bought it in the hot spot with good color combinations
- Damaged merchandise on the shelf's and dust will create bad image towards the fashion store outlets and the design of floor tiles can make impact to feeling of pleasure at shopping time.

CONCLUSION

From the survey it is evident that the Show Window Displays Attracts Customer to get inside the store, it also increases the interest towards those product items being displayed, The Lighting arrangement of the store draws attention and creates better visibility for the displayed merchandise, The color combinations adds to the customer appeal of the store, The Brand Signage's and Graphics attract customers towards the products and the music played in the store has influenced customers to spend more time in store and shop more products, The study lay importance on the consumer buying behavior on availability of standard visual merchandising, By designing an appropriate theme and activating changes regularly one can thus be a proactive retailer. With globalization and the retail outbreak, visual merchandising is a strategic tool in the hands to retailer to attract the customer

towards there store. It is not merely concerned about decorating a store magnificently; but must also signify the brand keeping the target audience in mind.

LIMITATIONS OF THE STUDY

- The study is carried out in Raipur city, Chhattisgarh; hence Parameters taken into consideration may vary at different places.
- Convenience sampling technique is used and the findings are based on the response of a representative sample;
- The study was carried out for a short period of time.

SCOPE OF FURTHER RESEARCH

This study highlights the need of future researchers to pay more consideration on this field. This is a fascinating field for researchers who are concerned in conducting studies relating this subject. All through in this study it was noted that the majority of researchers have not made extensive attempt to

carry out such studies on the visual merchandising matter in Indian retail fashion market. This study did not look at other part affecting to the store choice decisions. Further research can be made on the impact of location, customer services, car-parking facilities, brand names linked with store choice decision of customers in India.

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