A STUDY ON EFFECT OF VISUAL MERCHANDISING INFLUENCE ON BUYING BEHAVIOUR OF CONSUMER IN RETAIL STORE

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Abstract—*In the today's competitive world visual merchandising plays a very important role in retail stores. This visual merchandising tool is being used by today's retailer to extend and increase the sales volumes competitors in the marketing sector, is to be prominent in the market and become a source of attraction for the customers. Visual merchandising displays is about creating a sensation inside a store, creating the perfect look for a store and promoting the image of the store. Visual merchandising is a practice that supports retailers in presenting their retail space in the best possible way to maximize sales. A further important aspect that was noted that visual merchandising displays should provide information about the products sold in store. It became clear from the findings that visual merchandising displays have a functional role to play in apparel marketing. This study explains on effect of visual merchandising influence on buying behavior in retail store. This study consists the main objectives is to determine the important factors of visual merchandising influencing customers buying behavior in store promotion activities, and also attempts to find out the impact of visual merchandise on impulse buying behavior, which is help to identify the customers attitude, level of satisfaction, identification of new products. The primary objectives of the study are to understand the influence buying behavior among consumer. The study was conducted in Coimbatore city with 220 respondents comprised of consumers. Other important aspects of visual merchandising that were identified were the positioning of displays and the use of space, lighting as well as the neatness of displays. The present study consists of the statistical tool of Adopting convenience sampling method. The collection of data was analyzed and tabulate by the use of SPSS. This is help to analysis the percentage, Likerts five-point table, Reliability (Cronbach Alpha), ANOVA, Ranking. The findings indicated that a prominent visual stimulant and important aspect of visual merchandising displays was colour, which creates visual attraction and stimulation.*

Keywords—*Buying Behaviour, Competitors, Retail Store, Store Promotion, Visual Merchandising.*

INTRODUCTION

Visual merchandising displays is about creating a sensation inside a store, creating the perfect look for a store and promoting the image of the store. Visual merchandising is a practice that supports retailers in presenting their retail space in the best possible way to maximize sales. A further important aspect that was noted that visual merchandising displays should provide information about the products sold in store. It became clear from the findings that visual merchandising displays have a functional role to play in apparel marketing. Depending on the retailing environment, the nature and style of visual merchandising will vary from one retailer to the next. In our current, consumer-oriented culture, people do not shop merely to obtain items need, but also to satisfy their wants. Frequently, shopping does not even involve making a purchase. For consumers, window - shopping has become a popular pastime. It is very easy to be attracted to new product opportunities and be constantly adding to the range / choice you offer. Various institutes in the country and overseas are offering courses in visual merchandising. The government is also gearing up by organizing various training programs and allocating funds for participation in world trade fairs. The idea is to create euphoria in the fashion market by trying out new retail techniques and profiting by building more on store presentation. Fashion companies must make sure that they use effective Visual Merchandising (VM), which involves shopper research, creating a distinct identity for the retailer. In considering the importance of visual merchandising on retail businesses the single and most important reason

is to engage and inspire shoppers, encourage buying more of the products want them to increasing sales, margin and return on space after all you are running a business. That engagement process of course starts even before they have set foot in store, the exterior of premises should be instantly appealing with clear, consistent branding applied to signage. The entrance reflects the personality of your store and must entice the passerby to enter.

OBJECTIVES OF STUDY

The following are the objectives of the present study:

- To study the socio-economic factor influence towards visual merchandising in retail store.
- To analysis the awareness of visual merchandising on rural areas.
- To analyze the impact of visual merchandising on impulse buying behavior.
- To analyze the customers attitude and level of satisfaction towards purchase of product through visual merchandising.
- To offer and suggestion for improvement of visual merchandising in retail store.

LIMITATIONS OF STUDY

The researcher has made a sincere attempt to study the factor influence quality of product, service and satisfaction level of consumer in visual merchandising. The following are considered as the limitation of the study:

- The study area is limited in Coimbatore district only.
- The study covers 220 sample respondents of Coimbatore district due to time constraint.
- The result is based on the information of primary data is collected from 220 respondents.
- The customers were very reluctant to answers the questions and the response may be biased.

REVIEW OF LITERATURE

Dr. Abu Bashar & Irshad Ahamad (Dec 31st) in his study entitled that "**Visual merchandising and consumer impulse buying behavior empirical study of Delhi & NCR".** This study consists of further investigated some external factors that influence impulse buying behavior. In attempt to examine this relationship, this study primarily tried to explain the relationship between consumer impulse buying behavior and various types of visual merchandising. An important finding study was that visual merchandising practices certainly influence consumer impulse buying behavior, the result proved that there were significant relationships between consumer impulse buying behavior and in store form/ mannequin display and promotional signage. Even though the window display and floor merchandising did not appear to significantly lead to consumer impulse buying behavior, the results still suggested that these variables and consumers impulse buying behavior significantly correlated.

Amandeep Kaur (2013) in his study entitled that **"Effect on visual merchandising on buying behavior of customers in Chandigarh".** This study explains that visual merchandising as a silent salesperson; as its tools do not speak out definitely convey their sales message through visual appeal. In order to fulfill the changing expectations of today's consumers, retailers need to place greater emphasis on presentation of merchandise retailers have to understand the importance of shopper's expectations and provide the right environment to use them.

Dr. Girish Karunakaan Nai & Dr.Appalayya Meesala (2013) in their study entitled that **"Impact of visual merchandising elements on business outcomes of white goods and electronics stores".** This study consists of that shopping comfort is the most important independent variables influencing all the output variables. Store layout has considerable influence on store loyalty. Today's consumer's desire and even demand a comfortable shopping environment. This study has found that customers satisfaction is influenced by store environment, shopping comfort and merchandise assortment while store image, store atmosphere and store layout have no influence on customer satisfaction repurchase intention is influenced by store.

Khurram L. Bhatti & Seemab Latif (2014) in their study entitled that **"Impact of visual merchandising on consumer impulse buying behavior".** This study was conducted to examine that exterior factors effecting or influencing the consumer unplanned purchase behavior. To investigate the relation further, the study attempted to elucidate the affiliation between the consumer's unplanned purchase behavior and different types of visual merchandising. The key discovery of this learning was that the visual merchandising positively manipulates or influence consumer's impulse buying behavior. Results proved that the consumer impulse buying behavior is significantly influenced by the window display, forum display, floor merchandising or even with the brand name.

Maria Pereir et.al (2010) in their study entitled that **"The effect of visual merchandising on fashion stores in shopping centre.** The study explains that the shopping centre stores, attributes that influence purchase options are the clothing brand, the variety of the assessment, the products displayed in the window, the items dressing the mannequins, the store layout and presentation, the price, the general store ambience, and the higher turnover of window displays.

Dr.S. Meenakumari (2013) in her study entitled that **"Role of visual merchandising in retailing of supermarkets in Chennai".** This study consists of visual merchandising have high impact on consumer buying behavior in supermarkets. Most of customers are influenced of visual merchandise namely promotional signage, floor space, entrance of the outlet and fixtures used from different merchandise in supermarkets. The retailers must arrange their products logically and grouping of must done for a category so that a product of one type, pack etc.., are found within the category. Visual merchandising does have impact on purchase behavior.

Mridanish Jha (2013) in his study entitled that **"A study of consumer shopping behavior in organized retail store at Ranchi".** This study consists of investigate consumer shopping behavior dimensions eight of consumer decision making styles was adopted from Sproles and Kendall's (1986) consumer decision style. A consumer decision making style is defined as a mental orientation characterizing a consumer's approach to making choices. It has cognitive and affective characteristics (for example, quality consciousness and fashion consciousness.)

Mohd. Arif Hussian (2013) in his study entitled that, **"Impact of visual merchandising on consumer buying behavior at big bazaar".** This study consists of the arrangements of the displays is an attractive manner initiates new interest about the products in the mind of the customer. By designing a proper theme and activating changes frequently one can thus a proactive retailer. with globalization and the retail room, visual merchandising is growing in leaps and bounds. IT is not simply concerned about, decorating a store beautifully, but must also symbolize the brand keeping the target audience in mind.

G. Muruganantham and Ravi Shankar Bhakat (2013) in their study entitled that **"A review of impulse buying behavior".** This study consists of impulse buying behavior has been challenge for market researches due to its complex nature. Dramatic increases in personal dispensable income, life style, and credit availability have made impulse buying a widespread phenomenon across the different retail formats, consumers researches have mainly focused on identifying the different factors that induce impulse buying in various developed countries. (Bayley and Nancarrow, 1998)

Neha P. Mehta, Pawan Kumar Chugan (2014) in their study entitled that **"Impact of visual merchandising on consumer behavior: the study on furniture outlets".** This study consists of furniture and furnishing is contributing 3.4 percent of revenue to retail industry (Deloitte,2011), This segment is growing with many organized players entering the competition nationally and form across borders. Furniture and furnishings products are through not purchased mostly on impulse, but still certain cues of visual stimuli definitely have impact on the purchase behavior. Is positively helps customer in buying and feeling about the product buying urge. This prove that visual merchandising helps in instigating desire.

Neha P. Mehta and Pawan K. Chugan (2013) in their studies entitled that **"The impact of visual merchandising on impulse buying behavior of consumer: A case from central mall of Ahmadabad India".** The study investigated that some external factors that influence impulse buying behavior as it is immediate with no pre-purchase decision. In store browsing appears to be positively affected by consumers impulse buying tendency and in turn, has a positive impact on consumers positive impact on consumers positive feelings and impulse buying usages (37). Markets must use this findings effeciously to increases sales of their sore within the customers. Hence it should be very attractive which should be able to generate impulse buying, racks, gondolas, focal point, walking space, must give shoppers ease while shopping.

A. Prabhu Asirv Atham and Dr. N. Mohan (2014) in their study entitled that **"Role of visual merchandising on consumer buying decision".** This study also explains that design is becoming a differentiating factor in retail. The store design and layout tell a customer what store all about is. It is very strong tool in hands of the retail for communicating and creating the image of the store in a mind of customer. It is the first impression that of a store. It is the first impression that a customer has of the store. Interiors are a function of fixtures, ceiling, lighting, and signage. Integration to the interior look of the store as the layout of the store.

Piryaka Singh, et.al (2014) in their study entitled that **"Retail shop ability the impact of store atmosphere the impact of store atmospherics and store layout on consumer buying patterns".** This study also consists of all store atmospheric factors high significant impact on customer approach behaviors. This reveals that the design factors of a store are the biggest environment factor that impact customer approach behaviors; its power of influence and interpretation are significantly high that other are professional enough in their dealing with customer satisfying customer

satisfying customer needs through excellent service quality provided by customer -oriented sales people will increases the like hood of customer returning to shop eventually recommending the stores to others. This allowing the retailer to compete effectively in market place.

Rajesekharan Pillai et.al (2011), in their study entitled that **"Design effectiveness and role of visual merchandising in creating customer appeal".** This study consists of the store design and outlook impacts behavior and how retailers incorporate these factors and mold it according to the preference of the consumers. Also investigated that preferences of customers and wanted to find out how they rank visual merchandising appeal amongst others like brand name, offers and discounts and accessibility. And also wanted to investigate what ambience factors was most preferred.

Ramandeep Sodhi, Rita Kant (2012), in their study entitled that **"Visual merchandising - A changing scenario".** This study consists visual merchandising is the art of presentation, which puts the merchandise in focus. It provides silent service for the customers, helping them in findings their products more easily. It includes everything from display window to fixtures used for visual presentation. (Dawes 2008) window display is now a big business. Window displays portray brand and business, and they attract customers and promote products. The purpose of visual merchandising is to promote the sale of specific merchandise while reflecting the store image. the changing need for visual merchandising has reflected by the increase in budget in their displays. Use of different props, fixtures and tools has increased. Visual merchandising is a clever way to exhibit products with the intent to touch the customer's senses, striking the right chords in arising an emotion to possess the product in display, thus subtly persuading to take an impulsive purchase.

Ridmi Gajanayake et.al (2nd ICBER 2011), in their studies examines that **"The impact of selected visual merchandising techniques on patronage intentions in supermarkets".** This study examined that relationship of the independent variables of store layout, color, product display, music, lighting, and cleanliness with the dependent variables being patronage intentions.

Dr. Ritika Jain (2013) in their study entitled that **"Effect of visual merchandising of apparels on impulse buying behavior of women".** This study consists of present times, consumer is not influenced anymore from routine selling styles but they are influenced by the show casa. In changing global environment visual merchandising has become most discussable topic. It is a silent salesperson that does not speak but definitely convey their sales message through visual appeal. In order to fulfill the changing expectations of today's consumers, apparel outlet have to understand the importance of shopper's expectations and provide the right environment to lure them. An effective visual merchandising can improve a store's brand image and increases sales.

Sonali Banerjee, Sunetra Saha, (2012) in their study entitled that **"Impulse buying behavior in retail stores triggering the senses".** This study consists interesting and fascinating area for consumer research and this study will attempt to provide deeper understandings of the interaction between consumers buying behavior and in store stimuli with respect to impulse purchase decisions. The study helped determine that majority of consumers either never or only sometimes plan their purchases, thereby rendering themselves more susceptible to stimuli that encourage impulse buying behavior. The most effective stimuli that trigger impulse buying in consumers.

Yolande 'Hefer in their study entitled that **"Visual merchandising displays - practical of or effective".** This study consists of the findings illustrated a prominent visual stimulant and important aspect of visual merchandising displays was color, which create visual attraction and stimulation in apparel retail store. The neatness of the visual merchandising displays was also highlighted as being a significant feature, it become clear that the visual merchandising displays should consider the individual needs of consumer.

RESEARCH METHODOLOGY

The research methodology is the way to solve the research problem systematically. It may be understood as an art of knowing how research is done scientifically and systematically. The study includes various steps that are generally adopted by researcher studying along with the logic behind them. It is necessary for the researcher to know not only methods but also the methodology.

RESEARCH DESIGN

The purpose of this section is to explain the methodology adopted to achieve the objective of the study. This section provides details of the selection of the sample, collection of data, and period of the study. The study was collected from both primary and secondary data.

COLLECTION OF DATA

The required data for the study was collected from both primary and secondary sources.

SAMPLING

The researcher has adopted convenience sampling for collecting the data. However, the researcher was much careful to ensure that sample respondents are from the whole areas of the study. The mainly depends upon the primary data which have been collected from 220 respondents during the month of January 15th to February 20th 2015. The consumers are classified on the basis of age, gender, income, Occupation, Educational qualification and family size.

SAMPLE AREA

In this study, sample size is restricted to 220 customers of retail stores in Coimbatore district

STATISTICAL TOOLS

The raw data collected and carefully classified, edited, and tabulation for this analysis. The analysis table were prepared analysis and interpretation was made on the basis of the percentage. Some of the questions was scored on five-point Likert scale, and calculate the chi-square, Corbach analysis, percentage analysis, and Ranking analysis to use to analyses level of satisfaction of customers were used for this research.

Table 1: Socio Economic of Customers

Socio Economic Profile of the Respondent		No. of respondent	Percentage
Age	Below 20 Yrs	46	20.90
	21-40 Yrs	78	35.46
	41-60 Yrs	48	21.82
	Above 60 Yrs	48	21.82
	Total	**220**	**100**
Gender	Male	118	53.64
	Female	102	46.36
	Total	**220**	**100**
Education Qualification	School level	35	15.90
	Diploma	20	9.09
	Under Graduate	66	30.00
	Post Graduate	75	34.09
	Professionals	24	10.90
	Total	**220**	**100**
Occupation	Employed	32	14.54
	Student	84	38.18
	Self-employed	44	20.00
	Professionals	47	21.36
	Others	13	5.92
	Total	**220**	**100**
Family income	Below Rs.10,000	45	20.45
	Rs.10,001-Rs.25,000	79	35.92
	Rs.25,001-Rs.50,000	54	24.54
	Above 50,000	42	19.09
	Total	**220**	**100**
Martial Status	Married	109	49.55
	Unmarried	111	50.45
	Total	**220**	**100**
Nature of family	Joint	99	45.00
	Nuclear	121	55.00

	Total	**220**	**100**
Place of residence	Rural	77	35.00
	Urban	143	65.00
	Total	**220**	**100**

Source: Primary Data

Table 1 represent that the majority of 35.40 percentage of the respondents who are coming under in the age group in between 21years to 40 years. The next majority of 21.82 percentage of the respondents who are coming under the age in between 41-60 years and above 60 years. The majority of 53.64 percentage of the respondents who are coming under male category. The next majority of 46.36 percentage of the respondents who are coming under the female category. The majority of 34.09 percentage of the respondents who are completed their post graduate level. The next majority 30.00 percentage of the respondents who are completed under graduate's level. The next majority of 15.90 percentage of the respondents who completed their school level. The next majority of 10.90 percentage of the respondents who are professionals. Under the occupation level the majority of 38.18 percentage of the respondents who are student. The next majority of 21.36 percentage of the respondents who are professionals. The next majority 20.00 percentage of the respondents who are private employees. The next majority 14.54 percentage of the respondent who are government employees. Under the income level the majority of 35.92 percentage of respondents belong to the income level in between Rs.10,001 to Rs.25,000. The next majority of 24.54 percentage of the respondents whose income level in between Rs.25,001 to Rs.50,000. The next majority of 20.45 percentage of the respondents whose income level is below Rs.10,000. The next majority of 19.09 percentage of the respondents whose income is level is more than 50,000. Under the marital status the majority of 50.45 percent of respondents who are unmarried. The next majority of 49.55 percentage of the respondents who are married. Under the Nature of family, the majority of 55.00 percentage of respondents who are having nuclear family. The next majority of 45.00 percentage of the respondents who are having family size is Joint family. Under the place of residence, the majority of 65 percentage of respondents who are from urban area. The next majority of 35.00 percentage of respondents who are from rural area is less when compare to urban area.

Classification of customer based on Age and Place of residence:

Age is the important factor to determine the respondents. The table below shows that the age wise classification of place of resident of consumer in retail stores. The age categorized into four categories like below 20 years, 21-40 years, 40-60 years, above 60 years. the resident place categorized two categories like rural and urban. The following table explain the classification of customer based on age and place of residence.

Table 2: Classification of Age and Place of Residence

Age	*No. of respondent*				*Total*
	Rural	*percentage*	*Urban*	*Percentage*	
Below 20 years	19	(41.31)	27	(58.69)	46 (100)
21-40 years	32	(41.03)	46	(58.97)	78 (100)
41-60 years	8	(16.66)	40	(83.34)	48 (100)
Above 60 years	18	(37.50)	30	(62.50)	48 (100)
Total	77	(35.00)	143	(65.00)	220 (100)

Source: Primary data

The table 2 reveals out of 220 respondents the majority of 78 respondents who are coming under the age group in between 21- 40 years. Among these majority of 58.97 percentage of the respondents who are coming from urban areas. The next 41.03 percentages of the respondents who are coming from rural areas. The next majority of 48 respondents who are coming under the age group in between 41-60 years. Among these 83.34 percentage of the respondents who are from urban areas. The next majority of 16.66 percentages of the respondents who are from rural areas. The majority of 48 percentages of respondents who are coming under the age above 60 years. Among these majority 62.50 percentage of

the respondent who are from urban areas. The next majority of 37.50 percentage respondents who are from rural areas. The next majority of 46 respondents who are coming under the age group of below 20 years. Among these 58.69 percentage of the respondents who are from urban areas. The next majority of 41.30 percentages of the respondents who are from rural areas.

Table 3: Classification of Gender and Place of Residence

Gender	No. of respondents				Total
	Rural	Percentage	Urban	Percentage	
Male	46	(38.98)	72	(61.02)	118 (100)
Female	31	(30.39)	71	(69.61)	102 (100)
Total	77	(35.00)	143	(65.00)	220 (100)

Source: Primary Data

The table 3 explains that out of 220 respondents the majority of 118 of respondents who are male category. Among these 61.02 percentage of the respondents who are coming from urban area. The next majority of 38.98 percentages of the respondents who are coming from rural area. Next the majority of 102 respondents who are female category. Among these majority of 69.61 percentage of the respondents who are coming from rural area. The next majority of 30.39 percentages of the respondents who are from urban areas.

Table 4: Classification of Education and Place of Residence

Education Qualification	No. of respondents				Total
	Rural	Percentage	Urban	Percentage	
School level	20	(57.15)	15	(42.85)	35 (100)
Diploma	10	(50.00)	10	(50.00)	20 (100)
Under Graduate	18	(27.27)	48	(72.73)	66 (100)
Post Graduate	29	(38.66)	46	(61.34)	75 (100)
Professionals	0	(0)	24	(100)	24 (100)
Total	77	(35.00)	143	(65.00)	220 (100)

Source: Primary Data

Table 4 reveals that out of 220 respondents the majority of 75 respondents who are from post graduate level. Among these 61.34 percentage of respondents who are from urban area. The next majority of 38.66 percentage of the respondents who are coming from rural areas. The majority of 66 respondents who are completed they're under graduate level. Among these 72.73 percentage of the respondents who are from urban areas. The next majority of 35 respondents who are completed their school level. Among these 57.15 percentage of the respondents who are from rural areas. The next majority of 42.85 percentage of the respondent who are from urban areas. The next majority of 24 respondents who are professionals. Among these 100.00 percentage of the respondents who are from urban areas. The next majority of 20 respondents who are completed their diploma level. Among these 50.00 percentage of the respondents who are from both rural and urban areas.

Table 5: Classification of Occupation and Place of Residence

Occupation	No. of respondent				Total
	Rural	Percentage	Urban	Percentage	
Government employees	13	(40.62)	19	(59.38)	32 (100)
Student	40	(47.61)	44	(52.39)	84 (100)
Private employees	17	(36.63)	27	(61.37)	44 (100)
Professionals	5	(10.64)	42	(89.36)	47 (100)
Others	2	(15.38)	11	(84.62)	13 (100)
Total	77	(35.00)	143	(65.00)	220 (100)

Source: Primary Data

In the above table 5 explains that the out of 220 respondents that the majority of 84 respondents who are under the category of student. Among these 52.39 percentage of the respondents who are from urban areas. The next majority of 47.61 percentage of the respondents who are from rural areas. The next majority of 47 respondents who are under the category of professionals. Among these 89.36 percentage of the respondents who are from urban areas. respondents who are under the category of government employees. Among these59.38 percentage of the respondents who are coming from urban areas. The next majority of 40.62 percentage of the respondents who are from rural areas. The next majority of 13 respondents who are under the category of others. Among these 65.00 percentage of the respondents who are coming from urban areas. The next majority of 35.00 percentage of the respondents who are from rural areas.

Table 6: Classification of Income Level and Place of Residence

Family income	No. of respondent				Total
	Rural	Percentage	Urban	Percentage	
Below 10,000	19	(42.22)	26	(57.78)	45 (100)
10,001 to 25000	34	(43.04)	45	(56.96)	79 (100)
25001 to 50000	11	(20.37)	43	(79.63)	54 (100)
Above 50,000	13	(30.95)	29	(69.05)	42 (100)
Total	77	(35.00)	143	(65.00)	220 (100)

Source: Primary Data

The above table 6 reveals that out of 220 respondents the majority 79 respondents whose income level in between of Rs.10,001 to Rs.25,000. Among these 56.96 percentage of the respondents who are coming from the urban areas. The next majority of 43.04percentage of the respondents who are coming from rural areas. The next majority of 54 respondents whose income level in between Rs.25,000 to Rs.50,000 among these 79.63 percentage of the respondents who are coming from urban areas. The next majority of 20.37 percentage of the respondents who are coming from rural areas. The next majority of 45 respondents whose income level is below Rs.10,000. Among these 57.78 percentage of the respondents who are from urban areas. The next majority of42.22 percentage of the respondents who are coming from rural areas. The next majority of 42 respondents whose income level is below Rs.50,000. Among these 69.05 percentage of the respondents who are coming from urban areas.

Table 7: CLASSIFICTION OF MARTIAL STATUS AND PALCE OF RESIDENCE

Marital status	No. of respondent				Total
	Rural	Percentage	Urban	Percentage	
Married	31	(28.45)	78	(71.55)	109 (100)
Unmarried	46	(41.44)	65	(58.56)	111 (100)
Total	77	(35.00)	143	(65.00)	220 (100)

Source: Primary Data

The above table 7 reveals out of 220 respondents the majority of 111 respondents who are unmarried. Among these 58.56 percentage of the respondents who are from urban areas. The next majority of 41.44 percentage of the respondents who are from rural areas. The next majority of 109 respondents who are married. Among these 71.55 percentage of the respondents who are from urban areas. The next majority of 28.45 percentage of the respondents who are from rural area.

Table 8: Classification of Family Size and Place of Residence

Nature of family	No. of respondent				Total
	Rural	Percentage	Urban	Percentage	
Joint	34	(35.35)	65	(65.65)	99 (100)
Nuclear	43	(35.53)	78	(64.47)	121 (100)
Total	77	(35.00)	143	(65.00)	220 (100)

Source: Primary Data

The above table 8 shows that out of 220 respondents the majority 121 respondents who are having family size of nuclear family. Among these 64.47 percentage of the respondent who are from urban areas. The next majority of 35.53 percentage of respondent who are come from rural area. The next majority of 99 respondents who are having family size of joint family. Among these 65.65 percentage of the respondents who are from urban areas. The next majority of 35.35 percentage of the respondents who are coming from rural areas.

CHI-SQUARE ANALYSIS

Hypothesis: The personal factors of the respondents have no significant influence on buying behavior of consumers.

Table 9: Personal Factors and Place Of Residence

Personal Factors	*Chi-Square*	*Degree of freedom*	*Pearson P-Value*	*Significant/Non-Significant*
Age	9.272	3	0.26	Not Significant
Gender	3.425	2	1.80	Not Significant
Education Qualification	24.620	4	0.000	Significant
Occupation	21.040	4	0.000	Significant
Family Income	9.483	4	0.050	Not Significant
Marital Status	4.445	2	0.108	Not Significant
Nature of Family	0.034	1	0.853	Not Significant

Source: Primary Data

Significant (P values <0.05); Not Significant (P values > 0.05)

The above Table 9 explains that the personal factors of the respondents have no significant influence on the Buying Behavior. It is found from the above table shows that the hypothesis results are accepted in education qualification, and occupation it is significant. It is concluded that age, gender, family income, marital status and nature of family of the consumers have no significant influence on buying behavior.

Table 10: Opinion Towards Attraction of Product Under Consumer Behavior

Section A: Consumer Behavior	*Total Score*	*Percentage*	*Mean Score*	*Rank*
Easy accessibility of the product through display	981	89.18	4.46	I
Nearby purchase	900	81.81	4.09	II
Easy understand of discount and offers on products through display marketing	899	81.72	4.09	III
I want to purchase unexpected product through display marketing	897	81.54	4.08	IV

Source: Primary Data

It has been inferred Table 10 denotes that attraction of display in retail store, the Likert's five points table ranking method is applied. It inferred that the most number of 220 consumers are given their opinion about the visual merchandising system display in retail store. From the table 10 one can measure the major attraction factors that affect the consumer in retail store. The table10 depicts that 4.46 on average scale of five points techniques 89.18 percentage of the respondents were highly attracted by easy accessibility of the product through display which has scored I place, followed by 4.09 on average scale of five points of techniques, 81.81 and 81.72 percentage of the respondents were highly effect by nearby purchase made and easy understand of discounts and offers on products through display marketing scored II and III place in consumer behavior, followed by 4.08 on average scale of the five points techniques, 81.54 percentage of the respondents were highly attracted by want to purchase unexpected product through display marketing scored VI place in consumer behavior.

Respondents Opinion towards attraction of product under Window Display

A window display items for sale or otherwise designed to attract the customers in the store. Usually, the term refers to larger windows in the front facade of the shop. The following table explains that the opinion of customers towards window display.

Table 11: Opinion Towards Attraction of Product Under Window Display

Section B: Window Display	*Total Score*	*Percentage*	*Mean Score*	*Rank*
I feel good during the purchase of product through display marketing	924	84	4.20	I
I tend to buy the product by an eye- catching window display	877	79.72	4.00	II

Source: Primary Data

In this Table 11 reveals that the attraction of display in retail store, the Likert's five-point table ranking method applied. It is inferred that the out of 220 respondents who are given their opinion about the visual merchandising system in retail store. The factors that affect consumer in retail store by window display. The table no 11 depicts that 4.20 on average scale of five points techniques, 84 percentage of the respondents were highly attracted by feel good during the purchase of product through display marketing scored I place in window display, followed by 4.00 on average scale of five points techniques, 79.42 percentage of the respondents were highly attracted by I tend to buy the product by an eye-catching window display scored II place in window display.

Respondent opinion towards attraction of product under of merchandise display

The merchandise display refers to the variety of products available for sale and the display of those products in such a way that it stimulates interest and entices customers to make a purchase. The following table explains that the customers opinion towards merchandise display

Table 12: Opinion Towards Attraction of Product Under Merchandise Display

Section C: Merchandise Display	*Total Score*	*Percentage*	*Mean Score*	*Rank*
I feel merchandise arrangement of product is attractive	918	83.45	4.17	I
I feel happy to identify the price list before purchase of the product	844	76.72	3.84	IV
I feel happy to see the variety of products of available	906	82.36	4.12	II
I feel compelled to enter the store by clear display of product in shelf	876	79.63	3.98	III

Source: Primary Data

In the Table 12 depicts that the attraction of display in retail store, the Likert's five-point table ranking method applied. From the table one can measure customer opinion about visual merchandising factors that affect consumer in retail store by merchandise display. The table depicts that 4.17 on average scale of five point of techniques 83.45 percentage of the respondents are highly attracted by feel merchandise arrangement of product is attractive which has score I place in merchandise display, followed by 4.12 on average scale of five points techniques of 82.36 percentage of the respondents were highly attracted by I feel happy to see the variety of products of available scored II place in merchandise display, followed by 3.98 on average scale of five points of techniques 79.63 percentage of the respondents were highly attracted by I feel compelled to enter the store by clear display of product in shelf score Which has scored III place in merchandise display, followed by 3.84 on average scale of five points 76.72 percentage of the respondents were highly attracted by I feel happy to identify the price list before purchase of the product.

Respondent opinion towards attraction of product under store layout and organization

The store layout organization depends upon attraction outside the store and inside the store which attract more customers in retail store. The following table explain that the opinion of customer under store layout and organization.

Table 13: Opinion Towards Attraction of Product Under Store Layout and Organization

Section D: Store Layout and Organization	*Total Score*	*Percentage*	*Mean Score*	*Rank*
Easy to look at the product, which is on display	940	85.45	4.27	I
Walking space in the store is enough if it is not crowded	875	79.54	3.98	II
I tend to rely on store display	871	79.18	3.96	III

Source: Primary Data

In the Table 13 explains that the attraction of display in retail store, the Likert's five-point table ranking method is applied. From the table one can measure the attraction factors that affect consumer onion about visual merchandising system in retail store by store layout and organization. The table 12 explains that 4.27 on average scale of points techniques, 85.45 percentage of the respondents highly attracted by easy to look at the product, which is on display which has scored I place in store layout and organization, followed by 3.98 on average scale of techniques, 79.54 percent of the respondents were highly attracted by walking space in the store is enough if it is not crowded which is on display which has scored II place in store layout and organization, followed by 3.96 on average scale of points techniques 79.18 percentage of the respondents were highly attracted by I tend to rely on store display which has scored III place in store layout and organization.

Respondent opinions towards attraction of product under creative style and trend coordination

The creative style and trend coordination mean, the customer is attracted by creative style of arrangements of product in shelves, display etc., Depend upon the new trend the retail store modify their products in shop so only customers are attracted by visual merchandising. The following table no 13 explains that the customer opinion towards creative style and trend coordination.

Table 14: Opinion Towards Attraction of Product Under Creative Style and Trend Coordination

Section E: Creative Style and Trend Coordination	Total Score	Percentage	Mean Score	Rank
Arrangements in the store inspire the customers to make purchase	898	81.63	4.08	II
I tend to enter the store when I get attracted by lighting display	847	77	3.85	III
I feel comfort by new style arrangement of products	927	84.27	4.21	I

Source: Primary Data

Table 14 reveals that the attraction of display in retail store, the Likert's five-point table ranking method is applied. It is inferred that most number of 220 respondents are given their opinion about visual merchandising system display in retails store. From the table one can measure the attraction factors that affect on average scale of points consumer in retail store by Creative style and trend coordination. The table reveals that 4.21 on average scale of five points techniques, 84.27 percent of the respondents were highly attracted by feel comfort by new style arrangements of products which has scored I place in creative style and trend coordination, followed by 4.08 on average scale of five points techniques, 81.63 percentage of the respondents were highly attracted by arrangements in the store inspire the customers to make purchase which has scored II place in creative style and trend coordination, followed by 3.85 on average scale of five techniques, 77 percentage of the respondents were highly attracted by I tend to enter the store when I get attracted by lighting display which has scored III place in creative style and coordination.

Respondents opinion towards attraction of product under Signage and graphics

The signage refers to the design or use of signs and symbols to communicate a message to a specific group, usually for the purpose of marketing or a kind of advocacy. A signage also means signs collectively or being considered as group. The graphics means its way of communication which more number of customers. The following table explains that the customer opinion towards signage and graphics.

Table 15: Opinion Towards Attraction of Signage and Graphics

Section F: Signage and Graphics	Total Score	Percentage	Mean Score	Rank
I am more likely to make purchase by discount and offers which is mentioned.	945	85.90	4.30	I
I feel good by graphics	879	79.90	4.00	II

Source: Primary Data

In this Table 15 explains that the attraction of display in retail store, the Likert's five-point table ranking method applied. In this inferred that the most number of 220 consumers are given their opinion under visual merchandising system in retail store by signage and graphics. The table explains that 4.30 on average scale of five points techniques, 85.90 percentage of the respondents were highly attracted by more likely to make purchase by discount and offers which is mentioned which has scored I place in Signage and graphics, followed by 4.00 on average scale of five points techniques, 79.90 percentage of the respondents were highly attracted by I feel good by graphics which has scored II place in signage and graphics.

Respondents opinion towards attraction of product under store environment

The store environment is an important element in retailing elements that exist in the store environment, retailers can create stimuli that would trigger of drive customers to buy m more stuff outside of their plan designed environment and in accordance with the specified target market will be able to create emotions or mood that is conducive to shopping. The following table explains that the customer opinion towards store environment.

Table 16: Opinion Towards Attraction of Product Under Store Environment

Section G: Store Environment	*Total Score*	*Percentage*	*Mean Score*	*Rank*
Availability of nearby store	941	85.54	4.28	I
I tend to buy more products through display	884	80.36	4.02	II
I feel convenient to shop by outside store environment	883	80.27	4.01	III

Source: Primary Data

In this above Table 16 reveals that the attraction of display in retail store, the Likert's five points table ranking method applied. It inferred that the most number 220 consumer are given their opinion about visual merchandising system in retail store by store environment. The table depicts that 4.28 on average scale of five points techniques,85.54 percentage of the respondents were highly attracted availability of nearby store which has scored I place in store environment, followed by 4.02 on average scale of points techniques, 80.36 percentage of the respondents were highly attracted by tend to buy more products through display which has scored II place in store environment, followed by 4.01 on average scale of points techniques, 80.27 percentage of the respondents were highly attracted by I feel convenient to shop by outside store environment.

Respondent opinion towards attraction of product under Impulse buying

The impulse buying behavior means buying of goods without planning to do in advance, as a result of a sudden with or impulse buying behavior. The following table explains that the customer opinion towards impulse buying behavior.

Table 17: Opinion Towards Attraction Product Under of Impulse Buying

Section H: Impulse Buying	*Total Score*	*Percentage*	*Mean Score*	*Rank*
I go shopping to change my mood	905	82.27	4.11	I
I feel excited when I make an impulse purchase	894	81.27	4.06	II
I have difficulty controlling my urge to buy when I see a good offer	869	79	3.95	III

Source: Primary Data

In the above table 17 reveals that the attraction of display in retail store, the Likert's five-point table ranking method applied. It inferred that the most number of 220 consumers are given their opinion about visual merchandising system in retail store by Impulse display. The table reveals that 4.11 on average scale of five points techniques, 82.27 percentage of the respondents were highly attracted by go to shopping to change my mood which has scored I place in impulse buying, followed by 4.06 on average scale of five points techniques, 81.27 percentage of the respondents were highly attracted by feel excited when make an impulse purchase which has score II place in impulse buying, followed by 3.95 on average scale of five points techniques, 79 percentage of the respondents were highly attracted by I have difficulty controlling my urge to buy when see a good offer which has score III place in impulse buying which has scored III place in impulse buying behavior.

Respondents opinion towards attraction of product under General product

The general product defines that consumer needs daily for use daily use. The basic needs of consumer must be fulfilled by visual merchandising. The following table explains that the customer opinion towards general product in retail store.

Table 18: OPINION TOWARDS ATTRACTION PRODUCT UNDER OF GENERAL PRODUCT

General Product	Total Score	Percentage	Mean Score	Rank
Identify the availability of product	937	85.18	4.26	I
Price tag is helpful to identify the price of the product	888	80.72	4.04	III
Easily identify the competitive brand names	914	83.09	4.15	II
Easy availability of new products	884	80.36	4.02	IV

Source: Primary Data

In the above Table 18 explains that the attraction of display in retail store, the likersts five point table ranking method applied. It inferred that the most number of 220 consumer given their opinion under visual merchandising system in retail store by general product. The table explains that 4.26 on average scale of five points techniques, 85.18 percentage of the respondents were highly attracted by identify the availability of product which has scored I place in general product, followed by 4.15 on average scale of five points techniques, 83.09 percentage of the respondents were highly attracted by easily identify the competitive brand names which has scored II place in general product, followed by 4.04 on average scale of five points techniques, 80.72 percentage of the respondents were highly attracted by price tag is helpful to identify the price of the product score which has scored III place in general product, followed by 4.02 on average scale of five points techniques, 80.36 percentage of the respondents were highly attracted by easy availability of new products which has score IV place in display of general product.

Respondents Opinion's towards attraction of product under Accessories Product

The accessories product attracts more customer because they like to buy product which is on display make eye catching window shopping, new style and fashion attract the customer to buy the product. The following table no explains that the customer opinion towards accessories product.

Table 19: Opinion Towards Attraction of Product Under Accessories Product

Accessories Product	Total Score	Percentage	Mean Score	Rank
I get attracted by eye-catching window display	954	86.72	4.34	I
I tend to buy new style and fashion trends	876	79.63	3.98	III
When I see special promotional signs, I go to look at the product	878	79.81	3.99	II

Source: Primary Data

Table 19 depicts that the attraction of display in retail store, the Likert's five-point table ranking method is applied. It inferred that the most number of 220 customer given their opinion about visual merchandising system in retail store by accessories product. The above table depicts that 4.34 on average scale of five points techniques, 86.72 percentage of the respondents were highly attracted by eye-catching window display which has scored I place in accessories product, followed 3.99 on average scale of five points techniques , 79.81 percentage of the respondents were highly attracted by when see special promotional signs, go to look at the product which has score II place in accessories product, followed by 3.98 on average scale of points techniques, 79.63 percentage of the respondents were highly attracted by tend o buy new style and fashion trends which has scored III place in accessories product.

Respondents opinion towards attraction of Clothing display

The clothing display means attract more customers by new style and fashion, good quality of materials, discount offers in seasonal time, special offers promote more sales, and eye-catching window shopping are attracted more consumers. The following table explains that customer opinion towards clothing display.

Table 20: Opinion Towards Attraction Product Under of Clothing Display

Clothing Display	Total Score	Percentage	Mean Score	Rank
When I see clothing feature in a new style or design on display I tend to buy it	952	86.54	4.33	I
Identify the quality of materials	862	78.36	3.92	V
Seasonal clothing offer on store it motivates me to buy it	880	80	4.02	IV
If I see a special offer on store it motivates me to buy it	914	83.09	4.15	II
I tend to enter the store when I am attracted buy eye-catching window display	905	82.27	4.11	III

Source: Primary Data

In this Table 20 reveals that the attraction of display in retail store, the Likert's five points table ranking method is applied. It inferred that the mot number of 220 respondents are given their opinion about visual merchandising system in retail store by clothing display. The table depicts that 4.33 on average scale of five points techniques, 86.54 percentage of the respondents were highly attracted by when see clothing feature in a new style or design on display I tend to buy it which has scored I place in clothing display, followed 4.15 on average scale of five points techniques, 83.09 percentage of the respondents were highly attracted by if see a special offer on store it motivate me to buy it which has scored II place in clothing display, followed

SUMMARY OF FINDINGS

The major findings of the study is:

- Majority of the 35.40 percent of the respondents, who are between the age group of 21-40 years, are more attracted by visual merchandising.
- The majority of 53.64 percent of the male respondents and the remaining 46.36 percent were female.
- The majority of classification of the respondents based on education showed that
- 34.09 percent of post Graduate students are more fascinated by visual merchandising.
- According to the classification of occupation the majority of 38.18 percent of students are more attracted by visual merchandising.
- On the basis of income classification about 35.92 percent of respondents whose income is Rs.10,001- Rs.25,000 are more attracted to buy the visualized product in display.
- The majority of the respondents 50.45 are unmarried and remaining 109 percent were married.
- The classification of the respondents based on family type showed that 55.00 percentage who are having nuclear families.
- The majority of the 65.00 percent of respondents are from urban area.
- The majority of 78 respondents who are coming under the age group in between 21- 40 years. Among these majority of 58.97 percentage of the respondents who are coming from urban areas.
- The majority of 118 of respondents who are male category. Among these 61.02 percentage of the respondents who are coming from urban area.
- The majority of 75 respondents who are from post graduate level. Among these
- 61.34 percentage of respondents who are from urban area.
- The majority of 84 respondents who are under the category of student. Among these 52.39 percentage of the respondents who are from urban areas.
- The majority 79 respondents whose income level in between of Rs.10,001 to Rs.25,000. Among these 56.96 percentage of the respondents who are coming from the urban areas.
- The majority of 111 respondents who are unmarried. Among these 58.56 percentage of the respondents who are from urban areas.
- The majority of 121 respondents who are having family size of nuclear family. Among these 64.47 percentage of the respondent who are from urban areas.
- The majority 4.46 on average scale of five points techniques 89.18 percentage of the respondents were highly attracted by easy accessibility of the product through display which has scored I place in consumer behavior.
- The majority 4.20 on average scale of five points techniques, 84 percentage of the respondents were highly

attracted by feel good during the purchase of product through display marketing scored I place in window display.

- The majority 4.17 on average scale of five point of techniques, 83.45 percentage of the respondents are highly attracted by feel merchandise arrangement of product is attractive which has score I place in merchandise display.
- The majority 4.27 on average scale of points techniques, 85.45 percentage of the respondents were highly attracted by easy to look at the product, which is on display which has scored I place in store layout and organization.
- The majority 4.21 on average scale of five points techniques, 84.27 percent of the respondents were highly attracted by feel comfort by new style arrangements of products which has scored I place in creative style and trend coordination.
- The majority 4.30 on average scale of five points techniques, 85.90 percentage of the respondents were highly attracted by more likely to make purchase by discount and offers which is mentioned which has scored I place in Signage and graphics.
- The majority 4.28 on average scale of five points techniques, 85.54 percentage of the respondents were highly attracted availability of nearby store which has scored I place in store environment.
- The majority 4.11 on average scale of five points techniques, 82.27 percentage of the respondents were highly attracted by go to shopping to change my mood which has scored I place in impulse buying.
- The 4.26 on average scale of five points techniques, 85.18 percentage of the respondents were highly attracted by identify the availability of product which has scored I place in general product.
- The majority 4.34 on average scale of five points techniques, 86.72 percentage of the respondents were highly attracted by eye-catching window display which has scored I place in accessories product.
- The majority 4.33 on average scale of five points techniques, 86.54 percentage of the respondents were highly attracted by when see clothing feature in a new style or design on display I tend to buy it which has scored I place in clothing display.
- The 4.29 on average scale of points techniques, 85.81 percentage of the respondents were highly attracted by when see a good deal, tend to buy more than, intended to buy which has scored I place.
- The majority 4.34 on average scale five points techniques., 86.81 percentage of the respondents were highly attracted by can easily identify the product by an advertisement which has scored I place in Cosmetics item.
- The majority of 78 respondents who are from below the income level of Rs.10,001 to 25,000. Among these 34.62 percentage of the respondent who are more attract by Shampoo, Oil, and Toothpaste.
- The majority of 78 respondents whose income level is in between Rs.10,000 to Rs. 25,000. Among these 37.17 percentage of the respondents who are more attracted by watch and gift which is on display.
- The majority of 78 respondents whose income level is in between Rs. 10,001 to Rs.25,000. Among these the majority of 41.02 percentage of the respondents who are more attracted by Shirts on display.
- The majority of 78 respondents whose income level is in between Rs.10,001 to Rs.25,000. Among these 50.00 percentage of the respondents who are more attracted by Android phones which is on display.
- The majority 78 respondents whose income level is in between Rs.10,001 to 25,000. Among these 57.41 percentage of the respondents who are more attracted by perfumes.
- The majority of 40.22 percentage of the customer's opinion towards visual merchandising is willing to purchase.
- The majority of 31.81 percentage of the customer's opinion of visual merchandising system is comfort by avail of free samples given in retail store.
- The majority of 42.72 percentage of the respondent's opinion towards influence on brand name and log in retail store.
- The majority of 26.01 percentage of the respondent's opinion towards to buy the product for the purpose of identify the product and establish the brand which attract more customers.
- The majority of 25.00 percentage of the consumer purchase the product for range of products.
- The majority 39.54 percentage of the respondents attracted more in inside store feature by creative product display.

SUGGESTIONS

On the basis of findings of the study, the following suggestions have been given:

- Windows display acts as a stimulus for the customers to enter the store.
- In this study suggest that retail should providing information about new arrivals and attracting price sensitive customers by displaying promotional merchandize therefore retailers should put up a attractive and informational display.
- Most of consumers are willing to purchase products from retail store.
- The mangers can pay special attention to make attractive environment in the store premises and make action to control the rush condition.
- The color plays a vital role in creating a positive shopping experience. Hence, retailers should be careful at the time of selecting the color scheme
- Majority of customers respond to the lighting more positively. They specially mentioned that lighting helps to select correct product; reduce the time wasted and feel relaxation during the shopping tours.
- Therefore, visual merchandisers can select appropriate lighting system that creates satisfaction of psychological needs of customers.
- Music is played in retail store not with the objective of providing entrainment but for influencing buying behavior. The type of the music played at the retail outlet depends upon the product being sold and target audience.
- The store environment should be warm, welcoming and friendly giving a customer a memorable shopping experience.
- There should be proper relation between the season and the products displayed.
- Visually appealing stores and outlets did help the respondents to create an image of the brand in the minds of the customers

CONCLUSION

Nowadays visual merchandising has excellent future with a lot of new exploration in the market with creativity, displays, presentation. Due to given in the display marketing the retailer gives more idea to future producers to purchase of the customer knowing the new arrivals of products, new technology. so visualized merchandising system give both platform for purchase and sell of products. Visual merchandising in the future will survey be a strong platform for customers and retailers and enhance the buying process. It is an immensely growing in professional field. The objective of this research is to analyze the customers attitude and level of satisfaction towards purchase of product through visual merchandising in retail store. Visual merchandising as a profession is trying to display with a sense of social responsibility by not putting a bad impact in the minds of young generation, not hurting any one's religions and national sentiment, not violating the cultural norms and trying to be more and more eco-friendly.

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