

## A COMPARATIVE STUDY ON VISUAL MERCHANDISING STRATEGIES IN RETAIL SECTOR WITH REFERENCE TO BANGALORE CITY

Mr. Muddukrishna S.M<sup>1</sup>, Ms. Susheela<sup>2</sup>

<sup>1</sup>Final Year MBA Student, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

<sup>2</sup>Assistant Professor, PG Department of Commerce and Management Studies, Brindavan College, Bengaluru

Email: <sup>1</sup>muddukrishna7795@gmail.com, <sup>2</sup>susheela87@gmail.com

---

**Abstract**—Several buyers suppose they solely buy merchandise when they go shopping, then again time and time once more they buy the ride of buying as well. The journey of buying is influenced by means of the visible merchandising shows (also recognized as characteristic areas the place merchandise is presented) used in store. Much has been stated about visible merchandising shows and the impact it has on customer behaviour. The way merchandise is displayed and promoted in garb retail shops can have a large influence on customer responses and how a good deal merchandises the retailer sells. The major lookup query explored the impact visible merchandising shows have on customer behaviour. Explorative lookup used to be deemed to be the most fantastic for this find out about and qualitative information used to be collected. Focus agencies have been used to accumulate the first spherical of data, the place after naïve sketches had been used to guide the findings. The findings indicated that the visible merchandising shows information buyers in the course of the merchandise they are searching for and that it additionally courses their decisions In the northeaster phase of the country, in particular, giant amenities grew to be accessible to possible range save proprietors when countless mills had been vacated with the aid of producers shifting their operations to the South. The corporation installed distinctly automatic distribution centres, which reduce transport prices and transport time, and hooked up a superior pc device to music stock and pace up checkout and reordering. As a result, Wal-Mart elevated its retail enterprises from 18 in 1970 to 270 in 1980. By the cease of the 1980s, Kmart, Target, and Wal-Mart dominated the industry, a sample that would proceed thru the late 1990s. At the identical time, different chains had filed for bankruptcy, amongst them Woolco, FedMart, Memco, Twin Fair, Zayre, Zody's, Kings, Ames, and Hills. Clover in Philadelphia; Fred Meyer in the Pacific Northwest.

**Keywords**—Customer Behaviour, Promotion, Retail Sector, Strategy, Visual Merchandising.

---

### INTRODUCTION

Visual merchandising is an exercise in retail enterprise of growing ground plans and three-dimensional shows to most you the income. The is efficaciously achieved through the usage of mixture of lights. Colour combinational and an article of décor. To stimulate a found and generate pastime. Both items and offerings can be displayed to spotlight it points and befits. The reason of such visible merchandising is to entice, inspire and inspire clients in the direction of making a purpose.

Merchandise potential items sold and sold; and buying and selling of goods. Merchandising is an undertaking of promoting and merchandising the goods.

Merchandiser is an individual who interacts with the client and seller, and additionally places efforts into ideal relation between shopping for offices/ shopping for agents/ company and seller/ exporter in phrases of executing an order.

A garment export unit usually has many departments like stores, cutting, production, packing, checking etc.

Today's clients have many buying preferences, as the merchandise is reachable effortlessly. Some make buy on the net they don't have to fear about the lengthy hours of operations parking or getting giant buy domestic. So as in contrast to the previous with improvement in science outlets job have end up greater difficult.

A visible merchandiser likes to suppose of their shops as theatre. The walks and flooring signify the stage. The lights, fixtures, and visible communications such as sings signify the sets. And the merchandise repents the show.

### *A Comparative Study on Visual Merchandising Strategies in Retail Sector with reference to Bangalore City*

As per Kanika Anand (2012) Deputy manager. visible merchandising, boogie Milano DLF Brands India. In the article "Inspired by means of the world of Art" states that "Indian retail is shifting in 'Second Gear' with tremendous tries to continuously meet consumer expectations. Given the shift of equipment from simply developing awareness, it has its personal benefit to harness and challenges to overcome" She similarly states that "Creating sturdy foundations for consumerism based totally societies, we are shifting toward a first world delusion the place one does now not purchase a product, however an experience This part is normally the one which handles area planning and design. All of them work for the Visual Merchandising Director or the Vice President-Visual Merchandising. In the very aggressive retail surroundings, the Visual Merchandising Director has the difficult of making the shop desirable and very customer-pleasant Visual merchandising is the exercise in the retail enterprise of growing flooring plans and sales. This is efficiently achieved by means of the usage of a mixture of lighting fixtures, shade mixtures and articles of décor to stimulate a observes and generate pastime. Both items and offerings can be displayed to spotlight their aspects and befits. The reason of such visible merchandising is to appeal to, have interaction, and inspire the consumer toward making a purchase. Visual merchandising usually takes place in retail areas such as stores.

#### **LETARETURE OF REVIEW:**

Machleit, 1990, Grewal et al, 2003). Pleasing in-store environment offers hedonic utility and helps in shopping for extra (Ailawadi and Keller, 2004).

The emphasis has moved away from in-store product displays, in the direction of factors that excite the senses of customers such as flat display movies or graphics, music, smells, lighting fixtures and ground that have a tendency to seize the company photograph or persona and assist to create an special surroundings and buying journey (McGoldrick, 1990; Marsh, 1999). Music immediately influences keep patronage (Gajanayake et al, 2011). Though song is now not a phase of visible merchandising however it is an essential element that enhances appeal of visible merchandising.

It produces understanding and preferences strongly (Bruner, 1990). It additionally helps in slowing down the tempo of clients in shop (Milliman, 1982). Good exterior invitations customers; develops activity and interest (Passewitz, et al, 1991). It is a silent income character and inside 10 seconds properly signal attracts attention. Almost 75% of the clients take note save entrance as it generates first influence (Passewitz, et al, 1991). The keep exterior consists of signs and symptoms or logos, banners, exterior design, window display, retail premises and façade. Visual merchandisers understood the significance of window show lengthy time in the past and hence, they had been regarded as window trimmers (Gopal, 2006). Window show is a medium which creates first in customer's idea to enter the shop and promotes the thought of shop picture

(Passewitz, et al, 1991). It attracts the clients passing by, inner the store. A nicely designed and beautiful window show will seize customer's interest and pressure them to get internal (Bakarn, 2008). Customers lose activity if equal window show is stored for long time (Passewitz, et al, 1991). If we count on that a consumer comes each two weeks, then the windows and shows want to be modified that often, so they'll usually discover it clean and fascinating (Underhill, 2009 (Bruce and Cooper, 1997, Da Costa, 1995) and hygiene (Gajanayake et al, 2011, Wanninayake and Randiwela, 2007). Mannequin helps to fetch high quality response and approval as one can see the graph and whole outfit and can additionally empathize how the garb will seem to be like on them. Hence, model enterprise additionally performs a predominant position in visible merchandising (Clark, 2007). Wooden fixtures are additionally idea of displaying best (Davies et al, 2003). 1976) found that the degree of pre-purchase data related to the manufacturer decided the kind of keep chosen. Shoppers who had greater stages of pre-purchase statistics typically shopped at the uniqueness store, whereas customers with low pre-purchase statistics offered at departmental stores. This is commonly attributed to clients adopting a hazard discount coverage about their impending buy (Kenhove et al, 1999) determined that shop preference is differentiated by using the nature of the task. This learn about of keep desire choice throughout more than a few duties are described by means of the respondents, such as pressing purchase, massive quantities, challenging job, ordinary buy and get ideas.

#### **NEEDS OF THE STUDY:**

##### **Brand Loyalty**

Customers should be capable to journey your company via the visible aspects you pick out to encompass and beautify your product. For instance, if you are attempting to promote a splendour product to an extra youthful target audience you can also select to display this product thru vibrant, vibrant shows with daring signage and edgy models.

On the different hand, a beauty manufacturer with a mature target audience you may additionally pick to use pastels, script writing and gentle imagery. Adding these unique techniques to the company will now not solely draw the

demographic in however it will additionally open the patron to the manufacturer experience. Creating manufacturer loyalty will expand the probabilities of a consumer repurchasing in the future.

### **Avoid Overwhelming**

For many visible merchandisers, it is handy to be attracted to the present-day product possibilities and be continuously including to the vary and picks you offer. If you are imparting your clients too lots, you may additionally hazard making your commercial enterprise extra complicated and put you at danger of carrying extra stock. Getting the stability proper between the wide variety of merchandise is critical, too little preference will put clients off whilst too an awful lot can confuse them.

### **Themes**

A notable way for manufacturers to higher execute visible merchandising is to enforce difficulty things and topics into their displays. A theme tells a story which creates an urge for your clients to buy. Certain topics normally accompany a new product launch. Themes enable the company to reinvent itself with new colours, layouts, fonts, imagery, and design.

When promotion your manufacturer it is necessary to preserve consistency during all your advertising materials. This can additionally be referred to as your company persona or voice. Within all present advertising factors reachable you want to deliver the look, sense, and completeness of your brand. This ensures purchaser company loyalty and will additionally make certain the company is going to supply and the emotional connection a patron has with your company is strengthened.

### **OBJECTIVES OF THE STUDY**

- Visual merchandising helps to promote fashion merchandise
- Visual merchandising is desire to appeal to clients
- To show and categorical element about new product
- At helps to create desirable product show and shop layouts for retail keep
- To appeal to clients about product in fantastic and innovative way

### **SCOPE OF THE STUDY**

Today visible merchandising performs an essential function in this commercial enterprise of retail-industry. Visual Merchandisers are the experts who are accountable for granting any manufacturer a face.

Visual Merchandising (VM) is the artwork of presentation whereby Visual merchandiser conceptualizes designs and implements window and in-store shows for retail stores. This exercising educates the customers, creates wish, and subsequently provides to the promoting process. Merchandising is a place the place the Indian fabric and garb industry, particularly, the small-scale businesses require ample understanding and expertise.

### **TOOLS FOR DATA COLLECTION**

After the series of the applicable facts thru questionnaires and secondary sources, unique sorts of statistical methods have been used to analyse the records in this study. The facts have been analysed the usage of Statistical Package of Social Sciences (SPSS 18.0).

The statistics has been introduced and analysed in the shape of tables, charts, the usage of the following statistical tools:

- Analysis of variance (ANOVA)
- Cross tabulation
- t-test.

### **SAMPLE DESIGN**

For the motive of this find out about sampling has to be resorted to as acquiring statistics from the would possibly no longer have been possible. To make the pattern representative. The has tried to pick respondents from distinct walks of lifestyles. for the current study. Simple random sampling approach has been resorted to acquire statistics from a pattern of 5 hundred respondents. after going via and screening the crammed-up questionnaires

**DATA ANALYSIS AND INTERPRETATION:**

A systematic investigation into and find out about of Visual merchandising and it's had an effect on patron buy with different reference to Retail keep is made in order to set up statistics and attain new conclusion. This lookup is an application to analyse the Quality, performance, company photograph and expenditures of merchandise retail stores. Survey approach and questionnaire approach is used to impervious facts from a pattern of respondents who signify a massive group.

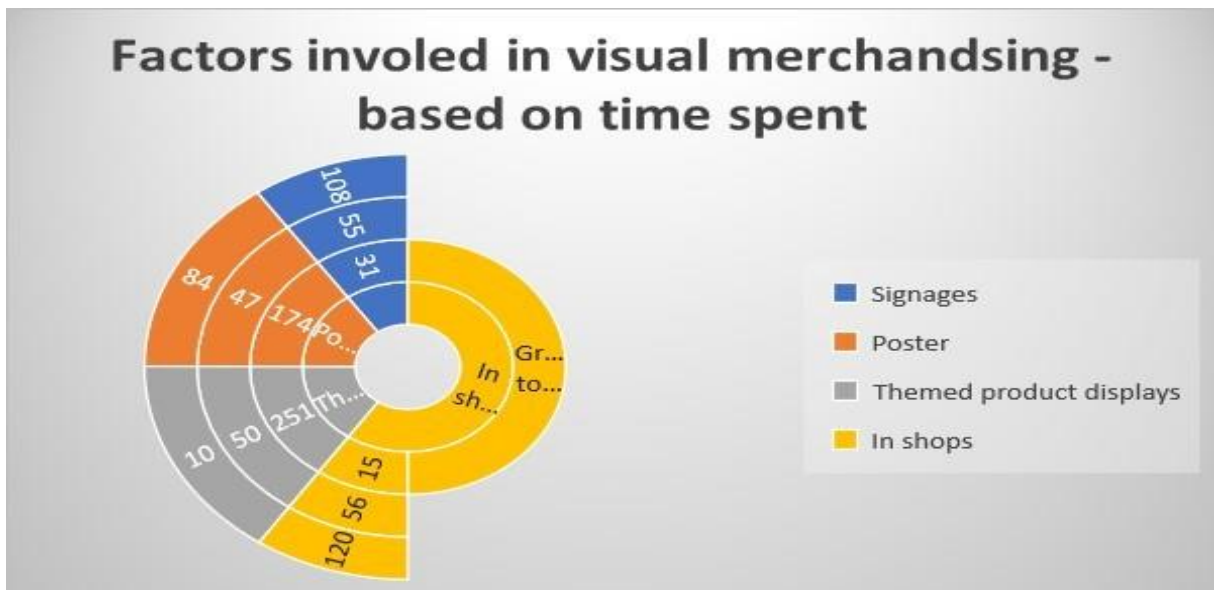
Recommendations are supported by using essential evaluation and are submitted in the shape of report. The record certainly and efficiently. Shows the relationship amongst the data, interpretations, and recommendations.

The response of the human beings is genuinely understood via the following tables and graphs which are drawn on the foundation of data accrued from respondents. This Chapter uncovers the consequences of Primary Data accumulated from Consumers and retailers. The Consumer survey evaluation highlights consumers' behaviour and their preferences toward Modern and Traditional retail formats. It affords perception into consumers' preference of retail formats, product and keep attributes influencing their choice, desire of purchasing and comfort items from unique retail codecs and consumers' demography. On the different hand, the Retailer survey evaluation covers the necessary advertising techniques which they use to entice the buyers to buy from rising retail formats. Finally, on the foundation of statistics evaluation and interpretation, the learn about gives a body work on Consumers' and Retailers' perspective toward rising retail codecs and a SWOT evaluation on organised retail in North-East India is additionally presented.

**TABLE 1: FACTORS INVOLVES VISUAL MERCHANDISING – BASED ON TIME SPENT**

FACTOR	Time spent			Total	Percentage
	0-5 sec	05-10	10-15		
Signages	31	55	108	194	19.4
Poster	174	47	84	305	30.5
Themed product displays	251	50	10	310	31
In shops	15	56	120	191	19.1
	Grand total			1000	100

**FIGURE 2: FACTORS INVOLVED IN VISUAL MERCHANDISING**



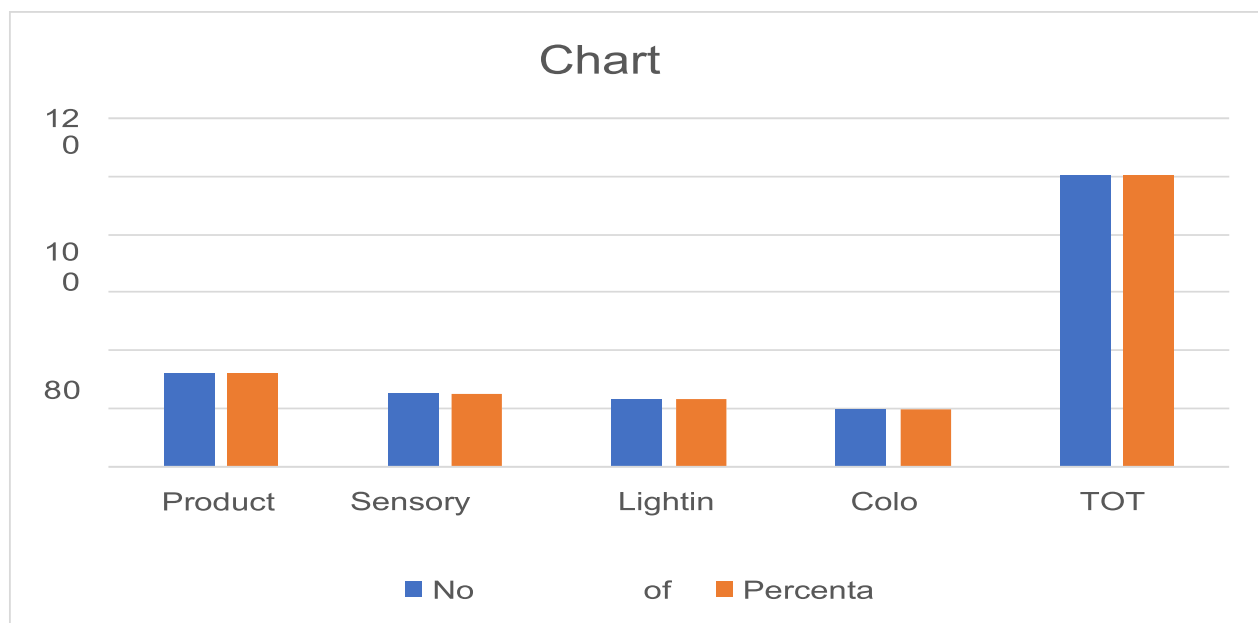
**TABLE 2: NO. OF RESPONDENT VISUAL MERCHANDISING**

Elements	No. of respondents	Percentage
Product information	32	32
Sensory inputs	25	25
Lighting	23	23
Colour	20	20
Total	100	100

**Interpretation:**

It is clear from the above the table most customers are in favour of requiring product information. The sensory inputs like visualization smell, touch, sound etc. also play a major role is visual merchandising. Colour and lighting not fallen behind in attracting customers.

**FIGURE 2: NO. OF RESPONDENT VISUAL MERCHANDISING**



**TABLE 3: REASONS THAT CUSTOMERS TO VISIT RETAIL STORES**

Reasons	No. of respondents	Percentage
Visual display	40	40
Ambience	20	20
Store design /signs	15	15
Goods behaviour of staff	20	20
Others reasons	5	5
Total	100	100

**Interpretation:**

From the table the visual display occupied height importance 40% followed by ambience 20%. Store designs 15% Good behavior 20% and other reasons 5%. So, the visual display very important role in persuading the customers to the customers to repeat their visits to retail store.

**TABLE 4: MATERIAL STATUS OF THE RESPONDENT**

Married status	Respondent	Percentage
Married	62	62
Unmarried	38	38

**TABLE 5: AGE GROUP OF RESPONDENTS**

Age group	No. of respondent	Percentage
20-30	35	35
30-40	40	40
40-50	20	20
Above 50	5	5
Total	100	100

**Interspersion:**

The age group of respondents will have influence on their behaviour. Due to various reasons people behave differently at different age. As per the above table 35% below to 20% belong to 40-50% age group 5% belong to above 50%.

**TABLE 6: RESPONDENT REACTION ABOUT THE PRICES CHARGED BY RETAIL STORE**

Reaction	No. of respondent	Percentage
Costly	5	5
Reasonable	50	50
Low	45	45
Total	100	100

**Interpatient:**

50% of the Respondent opine that the prices charged by retail store is reasonable, 45% opine that the prices are low ,5% opine as costly. Table indicates the favorable responses about the prices charged by retail store.

**FINDINGS AND SUGGESTIONS:**

This Chapter uncovers the consequences of Primary Data gathered from Consumers and retailers. The Consumer survey evaluation highlights consumers' behaviour and their preferences in the direction of Modern and Traditional retail formats. It affords perception into consumers' preference of retail formats, product and save attributes influencing their choice, choice of buying and comfort items from exclusive retail codecs and consumers' demography. On the different hand, the Retailer survey evaluation covers the necessary advertising techniques which they use to entice the customers to buy from rising retail formats. Finally, on the groundwork of records evaluation and interpretation, the learn about affords a body work on Consumers' and Retailers 'perspective toward rising retail codecs and a SWOT evaluation on organised retail in North-East India is additionally presented.

Based on the evaluation and interpretations, the lookup affords the appropriate pointers to enhance the overall performance of organised retail stores.

To inculcate the thinking “Complaining consumer is a contributing customer”, the outlets can have a client comments gadget to supply a possibility for the clients to motel complaints. To help this system, the shops can assume about growing toll free numbers for the clients to interact with them.

The retail shops must supply enough parking amenities to keep their clients as most of the shops in

Tamil Nadu have insufficient house for parking. Hence, this leads to the clients

## **CONCLUSSION**

According to the result of the study, in Sri Lanka girls do buying greater than the male. 72% of the pattern of 200 randomly picked clients at 4 shops has been lady and solely 28 presents have been male. The age crew of 72% of the respondents used to be between 25 – forty-four years and majority used to be between 25-34 years of age. Younger working adults do buy than different age groups. In Sri Lanka teenagers’ apparel is determined by using the parents. For older people, in general their youngsters do the shopping.

## **BIBLIOGRAPHT**

- [1] Abratt, et al., (1990), “Unplanned buying and in-store stimuli in supermarkets”, *Managerial and Decision Economics*, Vol. 11 No. 2, pp. 111–121.
- [2] Agnew, J., (1987), “P-O-P displays are becoming a matter of consumer convenience”, *Marketing News*, Vol. 9, p. 14.
- [3] Ailawadi, et al., (1998), “The effect of promotion on consumption: buying more and consuming it faster”, *Journal of Marketing Research*, pp. 390-398.
- [4] Alexander, N. and Freathy, P. (2008), “Retailing and the millennium”, *The Retailing Book*, Prentice-Hall, Harlow, Freathy, P. (Ed.).
- [5] Bhasin. H. K. (2012), “The unified global feel of Indian retail –visual merchandising the Indian way”, *IOSR Journal of Business and Management*, Vol. 7, pp. 26-31.
- [6] Block, L. G. and Morwitz, V. G. (1999), “Shopping lists as an external memory aid for grocery shopping: influences on list writing and list fulfilment”, *Journal of Consumer Psychology*, Vol. 8 No. 4, pp. 343-375.
- [7] Bodzin, S. (2003), “New life for old malls”, *Journal of Housing and Community Development*, Vol. 60 No. 3, p. 51.
- [8] Douglas, H., and Harris, (1958), “The effect of display width in merchandising soap”, *Journal of Applied Psychology*, Vol. 42, pp. 283-284.
- [9] Farhan, A. and Adeel, M. (2013), “Retailers perception of retail atmosphere”, *LAP LAMBERT Academic Publishing*, pp. 117-123.
- [10] Fiore, S. G. and Kelly, S. (2007), “Surveying the use of sound in online stores practices, possibilities and pitfalls for user experience”, *International Journal of Retail & Distribution Management*, Vol. 35 No. 7, pp. 600-611.

\*\*\*\*\*