



# A STUDY ON THE IMPACT OF VISUAL MERCHANDISING AMONG WOMEN CUSTOMERS WITH SPECIAL REFERENCE TO TIRUPUR CITY

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## ABSTRACT

*After agriculture, retail is the second largest employer in India. On the other hand, since e-marketing accounts for the majority of the market share, all retail stores should use some strategy to attract consumers. Visual merchandising is one strategy that encourages customers to spend valuable time and feel good about their purchases. Visual merchandising is the practice of displaying and marketing products to increase sales and make it easier to find the right things. This article examines the buying behaviour of women based on how a product is presented in a window display and with mannequins or a questionnaire. It provides empirical evidence on the relationship between women's spontaneous purchases, product decisions, and visual marketing.*

**KEYWORDS:** *Visual Merchandising, Customer buying behavior, Retail Sector, Sales, Women Customers*

## INTRODUCTION

The retail sector has a major impact on our country's economy. Retail, which is the last place in the distribution channel of goods and services, is not only an integral part of our economic structure but also shapes our way of life. Retail is the largest private industry in the world. Visual merchandising is the look and feel of a brand's retail store. The experience a customer gets when they visit a store is visual merchandising. Visual merchandising today is not only limited to the floor window display. It covers all necessities to capture the attention of the customers by all means from the store to the location of each product inside the store. Capturing attention and awakening the sense of providing the customers with a wonderful buying experience, bringing them back to the store next time, making them loyal customers, and making more sales are the major concerns of effective visual merchandising. Visual merchandising can also be called a "silent salesperson". Extensive and dynamic visual merchandising has a massive impact on customers entering the store. We visit several shops and stores, but there are only a few stores that catch our attention and the shopping experience in these stores is worth remembering. What do these stores do differently? The answer is that they understand the art of visual merchandising.

## REVIEW OF LITERATURE

Vinamra Jain, Ashok Sharma, and Pradeep Narwal (2012)<sup>[1]</sup>, present a study about women's decision-making behaviour towards apparel based on how they are displayed in windows administered mannequins or in form. It offers empirical results - the relationship between women's impulse buying, product decision-making, and visual appeal of apparel display. The study has undergone a structured questionnaire survey and an independent test has been used for hypothesis testing to show how strongly visual merchandising influences the behavior of women in Delhi. Makhil A. B. (2015)<sup>[2]</sup>, found that there is an interaction or relationship between the type of shopper and the visual merchandising elements. The estimated marginal means for both fixed factors confirm the same. The Posteriori test reveals that in terms of score, shoppers have given maximum importance to set 3 elements - music, aroma, aisle space, store cleanliness, lighting followed by set 2 elements - flooring, in-store signage and set 1 element covers wall colour / texture and exterior.

Anuja Agdayemaver, Mahesh Kumar (2017)<sup>[3]</sup>, studies focus on the influence of visual merchandising on consumer buying choice according to store attributes. There are many players entering into organized format by analyzing the impact of various dimension of music, window display, price tags at Reliance fresh stores at Jaipur. Ashish Pandey, Dr. Avjeet Kaur (2017)<sup>[4]</sup>, study focuses on the basic and certain crucial building blocks of retail marketing as a discipline. The study has undergone flexible research. As a result, the study concludes that there are several tools of marketing and promotion that a retailer uses in India, namely brand retailing, store ambience, image branding, pricing, e-marketing. On the other hand, for unorganized retailers, the biggest tool of marketing has been the store location, providing credit facility.

Ravish Verma, Dr. Manish Gupta, Megha Bakshi (2020)<sup>[5]</sup>, presented a study about different elements of visual merchandising, strategies of visual merchandising. It is all about creating a novelty in store through some creative steps which will change the behaviour of the person coming to store for shopping. Either it is a small store or big retail store, creating an ambience and good atmosphere for customer is must and can achieve us the creative imagination of people working in store. It is flexible research.



The study has found that there is a direct relation between people's small and what they smell and it further leads to 40% conditioning of their mood when the fragrance is very pleasant.

### **METHODOLOGY USED**

A structured questionnaire was designed and used to collect primary and secondary data. The questionnaire consists of different kinds of questions such as open and cross-questions according to probability sampling. A Convenience sampling technique was adopted. The sample size selected for this research is 205 respondents. The two methods of data collection are used in this study. One is primary data, which is used in the form of a questionnaire for collecting the data directly from the women customers and the other one is secondary data which is used for reviewing the past literature related to this study. They are collected from magazines, journals, news, internet. The Data Analysis is done using Percentage analysis and Chi-Square analysis.

### **ELEMENTS OF VISUAL MERCHANDISING**

The basic elements of the Visual Merchandising are:

1. **Colour:** Colour is the most important element of visual display in a store. Additionally, colour can help evoke specific emotions. Colours help retailers create a pleasant atmosphere that promotes sales. In other words, bright colours such as orange and red are commonly used to attract the eye and excite customers, while some luxury brands use dull colours to suggest sophistication. We can also use colours to make different products stand out. For example, we can place a product in a neutral shade in front of a bold background to draw attention.



2. **Landscaping / Window Display:** Landscaping is an essential technique for capturing the interest of shoppers. This strategy involves promoting products as "core offerings" to make them stand out. Landscaping gives retailers creative freedom as they can work with three dimensions: lateral, longitudinal, vertical.



3. **Light:** Lighting brings the colors of our store to life and highlights the features of our products. For example, we can install spotlights to illuminate key attributes and increase sales.



4. Space: Space is an essential element of visual merchandising because we can use it to connect or separate items. Pay attention to positive and negative space when planning store layouts, or read about the benefits of space management to make the most of our



- space. Positive space is the fixed position of an item, while negative space describes the open space around it.
5. Marking: Imagine visiting a store and finding that all the salespeople are busy and the customer can't find the product he wants to buy. He will most likely leave the store with a bad impression of customer service. In other words, keeping customers waiting will lead to lost sales and unhappy customers. However, we can strategically use store signage to direct customers to their preferred sections or consider using wait time signage.



6. Storytelling: Retailers can use the art of storytelling to evoke positive emotions in customers. In other words, people love stories. In a world of rapidly shrinking attention spans, good stories are an essential part of marketing.

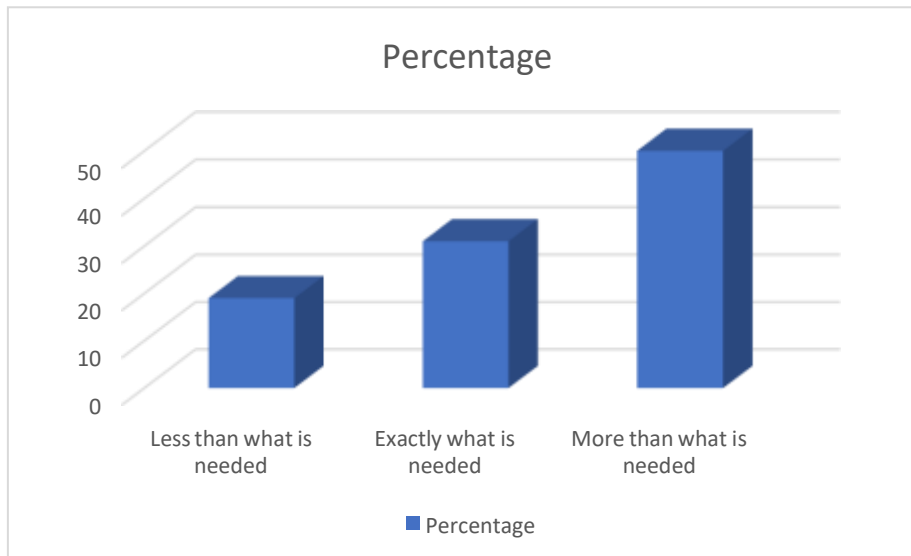
### ANALYSIS AND INTERPRETATIONS

The research shows that 11.7 percent of the respondent visit retail store once for a week, 25.6 percent of respondent visit retail store once in 2 months, 41.9 percent of the respondent visit store retail store only during special occasion, 17.9 percent of the respondent visit store only during offers whereas 2.9 percent of the respondent visit for some other time when necessary.



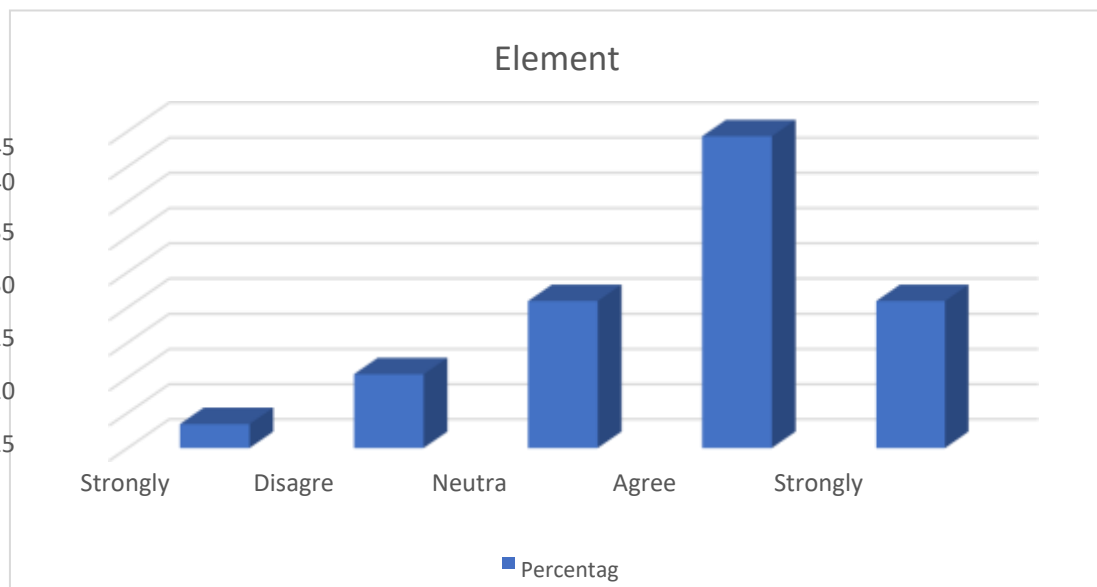
The analysis reveals 19 percent of total respondents purchasing behavior remains less than what is actually needed, 31 percent of the respondent gets exactly what is needed, whereas 50 percent of the respondent purchase more than what is needed due to Visual Merchandising.

Purchasing behavior of the respondents



The study shows that 1.4 percent of respondents strongly disagreed that store image enhances them, 2.9 percent disagree, 39 percent are neutral, 45 percent agreed that store image enhances purchasing behavior, 11.7 percent strongly agreed to that. The study concluded that majority say 45 percent of the respondents agree that store image is one of the main reasons to increase their shopping time and budget.

3.4 percent of respondents strongly disagreed that good lighting, appropriate music played provokes respondent to spend more time inside the store. 10.5 percent disagree, 20.9 percent are neutral, 44.3 percent agreed, 20.9 percent strongly agreed. The study concluded that majority say 44.3 percent of the respondents good lighting, appropriate music played provokes respondent to spend more time inside the store.

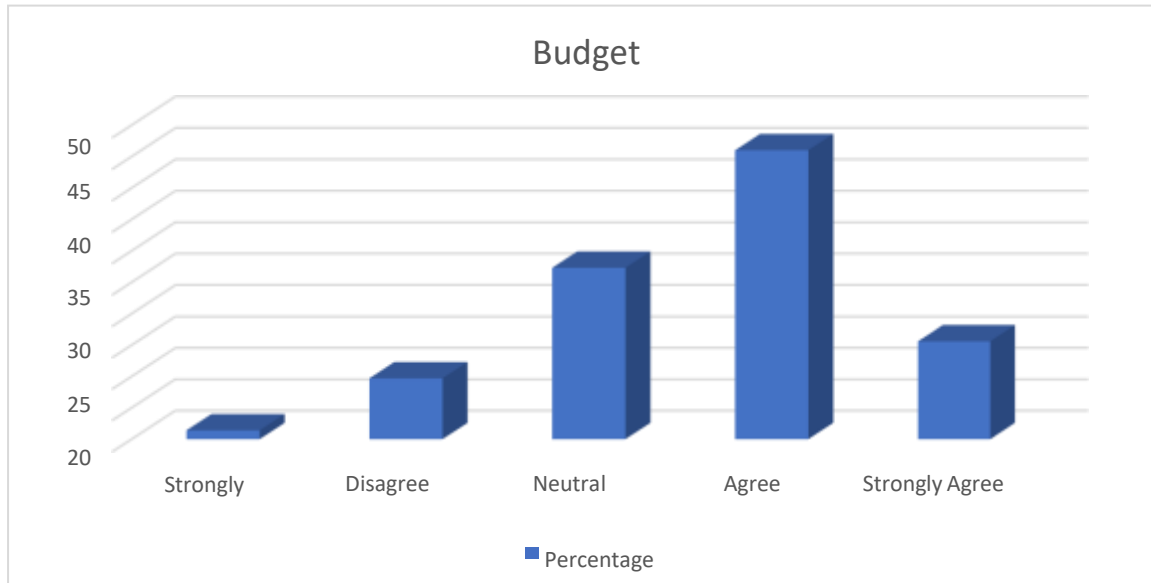


Good lighting, appropriate music played provokes respondent to spend more time inside the store. The study shows that only 1.4 percent of respondents strongly disagreed that visual merchandising doesn't increase their planned budget, 9.7 percent disagree, 27.3 percent are



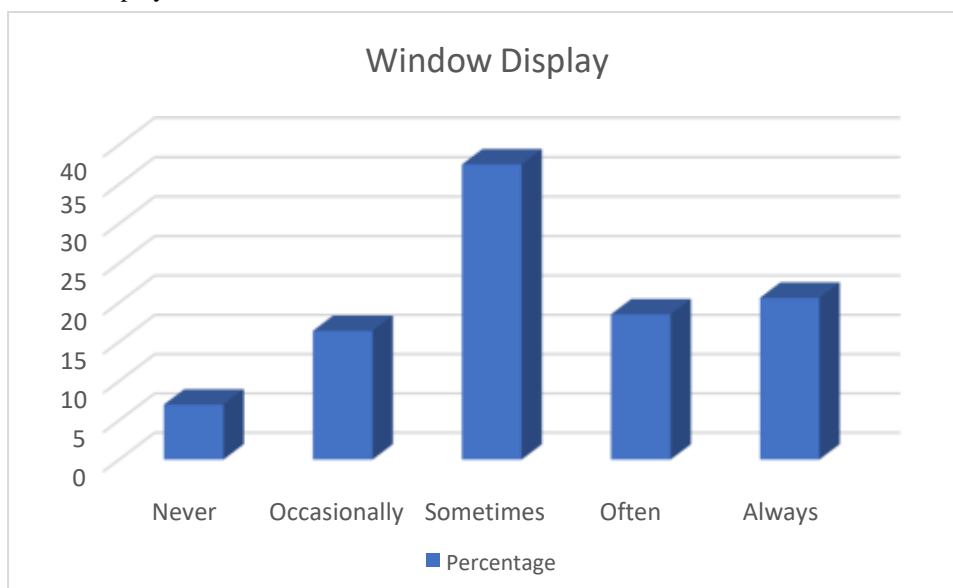
neutral, 46 percent agreed, 15.6 percent strongly agreed. The study concluded that majority say 46 percent of the respondents agrees that store image and other features are the main reason to increase their shopping time and budget.

**Budget**



The analysis shows that 7 percent of respondents never tend to enter a store when they are attracted by an eye catchy window display, 16.4 percent of them occasionally enter, 37.5 percent of them enter sometimes by an eye catchy window display, 18.5 percent often enter the store by seeing an eye catchy window display, 20.6 percent always used to enter the store by seeing an eye catchy window display. The study concluded that majority say 37.5 percent of the respondents sometimes agree that window display attracts the customer to step into the store.

**Window display**



The study shows 13.5 percent of respondents never tend to enter a store when there aren't good fragrances and good environment, 17.6 percent of them occasionally enter, 38.5





percent of them enter sometimes, 14.4 percent often enters the store, 16 percent always used to enter the store only when there is good environment. The study concluded that majority say 38.5 percent of the respondents some times agrees that good fragrance / environment intends the respondent to stay more longer time.

7.3 percent of respondents never tend to enter a store by seeing front view of the store, 16 percent of them occasionally enter, 37.5 percent of them entersometimes, 18.5 percent oftenenters the store, 20.7 percent always enter the store by seeing itsfront view. The study concluded that majority say 37.5 percent of the respondents sometimesagrees that Storefronts(sign board, offer, seasonal boards, unique spots...) intends the respondent to stay more longer time.

Other findings of the Study are:

- ❖ Most (37.2 percent) of the respondent shops at departmental stores.
- ❖ Most (41.9 percent) of the respondents visit stores only during occasions.
- ❖ Majority (50 percent) of the respondents agree that visual merchandising provokes them to purchase them more than their need.
- ❖ Most (48 percent) of the respondents are aware of the term visual merchandising.
- ❖ Majority (49.7 percent) of the respondent's decision-making stays neutral during shopping.
- ❖ Majority (50.4 percent) of the respondents agrees that new style or design on display attracts or tends to visit the store, is the main reason to increase their shopping time and budget.
- ❖ Most (46 percent) of the respondents agrees that store image and other featuresare the main reason to increase their shopping time and budget.
- ❖ Majority (51.7 percent) of the respondents agrees that poor or bad lighting or music inside the store sometimes disappoint the customers.
- ❖ Majority (50 percent) of the respondents sometimes agrees that Interesting promotional offer (less price, buy 1 & get 1), does tends the respondent.
- ❖ Majority (46.5 percent) of the respondents sometimes agrees that sales like clearance sales etc. attracts the customer to step into the store.
- ❖ Most (32 percent) of the respondents are attracted to food product and their display in retail outlet attracts them the most.
- ❖ Most (44.3 percent) of the respondents ranks 3 for live music to be played in the store.
- ❖ Majority (44 percent) of the respondents ranks 2 for refreshment area to be in the store.
- ❖ Most (40 percent) of the respondents ranks 2 for a comfortable seating area tobeplaced in the store.
- ❖ Most (38 percent) of the respondents rank 3 for artificial grass paths to be placed in the store.
- ❖ Most (37 percent) of the respondents rank 3 for artwork for sale on the wall tobe placed in the store to attract customers.
- ❖ Most (39 percent) of the respondents rank 3 for posters to be placed in the store.
- ❖ Most (65.8 percent) of the respondents agree that product appearance encourages the sale.
- ❖ The majority (55 percent) of the respondents strongly agrees that crowded areas, orwith less or no enough space between racks disappoint them during shopping.

## SUGGESTIONS

- Most of the women purchase products considering the brand's promotions. Hence theadvertising needs to be focused on women's merchandise and the display in the storeshould also contain women's utility products and accessories.
- The branded retail outlets need to improve their lighting. The stores should continuously reinforce the usage of in-store form/mannequin displays. Proper signage, banners, flags, and balloons, Merchandise displays should contain all the details of the product and should create attractive and eye-catching window displaysproviding information regarding new products, fashion trends, coordination tips, andfunctions of signs to create favorable shopping environments.
- Impulse buying behavior through visual merchandising is more common among middle-aged people. Marketers need to find the right blend and taste for those customers and should position them accordingly.
- Bonus cards need to be given to the customers and when special offers are announcedit needs to be communicated to them. Refreshments need to be given to the customers.

## CONCLUSION

Visual Merchandising is a silent salesperson, as its tools, do not speak but convey their salesmessage through visual appeal. To fulfill the changing expectations of today's customers, retailers need to place greater emphasis on the



presentation of merchandise. Retailers have to understand the importance of shoppers' expectations and provide the right environment to lure them. Since a lot of retailers have started adopting this concept, one should be innovative enough in visual merchandising to achieve better results. From small players to big ones, all are actively involved in the activities of promoting by presentations in their outlet including eye-catching windows, product displays, attractive sales; and clearance signs in combination with color, lights, smell, and sound. It was known from the research that visual merchandising has a direct relation with sales performance. An outlet should be designed in such a way that it results in an inviting appearance that makes the customer especially women feel comfortable and eager to buy.

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