



A STUDY ON EVALUATION OF EFFECTIVENESS OF VISUAL MERCHANDISING WITH SPECIAL REFERENCE IN BIG BAZAAR TO COIMBATORE CITY

Keerthana. S

Student of III B.Com.(PA),
Department of commerce with professional
accounting,
Dr. N.G.P Art and Science College
Coimbatore.

N. Ramya

Assistant professor
Department of commerce with professional
accounting,
Dr. N.G.P Art and Science College
Coimbatore.

ABSTRACT

The study explores the effect of visual merchandising and its impact of impulse buying behavior of consumer towards a retail store based on how they attracted by window display and stores in mannequins form. Visual merchandising is the presentation of merchandising as well as store in order to attract customer. The main purpose for the study is to find out the influence of visual merchandising. The study helps to analyses the impact of various variable in impulse buying behavior of consumers. To identify the strategies sed by retailers to intensify their visual merchandising and to give a plan for further improvements.

KEYWORDS: *Visual merchandising, Impulse buying behavior, Window display.*

INTRODUCTION

Visual Merchandising is to make a shopper a stopper and a “walk-in” rather than a “walk-by”. It is selling by showing and promoting. It is arranging items for display. It is the coordination of all physical elements of a business to project a right image. In brief it is “silent selling.” Interior Design is the décor of the store, the props and placement of merchandise. Visual Merchandising includes not only the products on sale, but also the décor of your outfit, your shop flooring and ceilings, your restrooms and trial rooms, staff uniforms, the colour of lipstick worn by female personnel, and the tie-knots of male personnel.

STATEMENT OF PROBLEM

Visual displays of the store are intended to charges the minds of consumer towards buying behavior. But in real time it is always a question whether the visual display and the amount spent on visual displays is really effective. Hence the study was undertaken to analyses their effectiveness in team of conversion of attraction to interest, interest to desire

and desire to action. By understanding this behavior of shoppers, marketers can develop unique market offerings designed specifically to attract the patronage of consumes within the important segment. The main problem is that whether people are buying the product what they sell in malls. In context to India very little research is done for the subject. These studies to resolve also provide understanding to retailers about which types of visual marketing that can influence consumer’s compulsion ordering behaviours.

SCOPE OF THE STUDY

- The scope of the study is to be identify consumers approach towards visual display in a retail outlet.
- Identifying customers display expectation in a denim store.

OBJECTIVES OF THE STUDY

- To find out the impact of visual merchandising on impulse buying behavior.



- To determine the attributes of visual merchandising of the store.
- To know the customers opinion of visual displays considered during purchase.
- To explore the impact of layout in a retail store on customer buying behavior.

TOOLS USED FOR ANALYSIS

- Percentage analysis
- Likert scale
- Ranking analysis

LIMITATION OF STUDY

In spite of detailed analysis made in the present study, this study is not free from the following limitation.

- The study is purely based on the views of 150 respondents only.
- The study has been confined to Coimbatore city only. So, the result may not be applicable to other area.

REVIEW OF LITERATRE

Mahalaxmi, Akila(2017), The object was to find out in what way window display influences the impulse buying behavior of consumer in retail outlet. The study was convenient sample methods and non-probability technique, data was collected from 150 respondents though questionnaire and tool used to analyzed were Chi square test. Majority respondents were influenced by the promotional offerings of the product.

Murali, Karthikeyan(2017), the object of study was dimensions of visual merchandising and its impact on impulse buying and patronage intention of apparel customers. The researcher has adopted non probabilistic purposive sampling by adopting

FORMULA:

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total no. of respondents}} \times 100$$

descriptive type of research and Tools used were reliability statistics, multiple regression, pearson correlation ad factor analysis. Brand building via media is one of the important tool in visual merchandising.

Gautam Rudra Shaki Anwar Siddique, Rumna Bhattacharaya(2017), Visual Merchandising is to attract, engage, and motivate the customer towards making a purchase. The study was exploratory and descriptive research designs have been convenience sampling and non-probability sampling technique, data was collected from 72 respondents with help of questionnaire. Visual merchandising plays a significant role in apparel purchase decision of the customer.

DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of “A Study on Evaluation of Effectiveness of Visual Merchandising with Special Reference in Big Bazaar to Coimbatore city”, is presented based on the opinion of sample of 120 respondents selected from Coimbatore city through a questionnaire containing 16 questions. These were analyzed through three different tools and they are as follows,

- Simple percentage analysis
- Likert analysis
- Rank correlation

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.



TABLE 1
TABLE SHOWING THE AGE OF THE RESPONDENTS

S. NO.	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	Below 20 years	23	20.72
2	21 years – 40 years	45	40.54
3	41 years – 60 years	33	29.72
4	Above 60 years	10	9.009
	TOTAL	111	100

(Source: Primary data)

INTERPRETATION

The above table shows that out of total 111 respondents, 20.72% of the respondents are of below 20 years, 40.54% of the respondents are of between the age 21 years – 40 years, 29.72% of the respondents are

of between the age 41 years – 60 years and 9.009% of the respondents are above 60 years.

Majority, 40.54% of the respondents are of between the Age 21 years – 40 years.

TABLE 2
TABLE SHOWING THE GENDER OF THE RESPONDENTS

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1.	MALE	51	45.945
2.	FEMALE	60	54.054
	TOTAL	111	100

(Source: Primary data)

INTERPRETATION

The above table shows that out of total 111 respondents, 45.945% of the respondents are male and 54.054% of the respondents are female.

Majority, 54.054% of the respondents are female.

TABLE 3
TABLE SHOWING THE OCCUPATION OF THE RESPONDENTS

S. NO.	OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
1	Employee	32	28.82
2	Business	18	16.21
3	Professional	16	14.41
4	Other	45	40.54
	TOTAL	111	100

(Source: Primary data)

INTERPRETATION

The above table shows that out of total 111 respondents, 28.82% of the respondents are employees, 16.21% of the respondents are engaged in business, 14.41% of the respondents are professionals and 40.54% are engaged in other activities.

Majority, 40.54% are engaged in other activities.

LIKERT SCALE

Likert scales are the most broadly used method for scaling responses in research studies. Research questions that ask you to indicate your level of agreement, from strongly agree or highly satisfied to strongly disagree or highly dissatisfied, use the likert scale. In Likert scale method, a person's attitude is measured by combining (additional or averaging) their responses across all items.

**FORMULA**

$$\text{Likert scale} = \frac{\sum fx}{\text{Total number of respondents}}$$

Where,

F = Number of respondents

X = Likert scale value

 $\sum fx$ = Total score**Mid value,**

Mid-value indicates the middle most value of the Likert scale.

TABLE 4**TABLE SHOWING THE SATISFACTION LEVEL OF RESPONDENTS TOWARDS THE COLOR OF THE STORE**

S. NO.	SATISFACTION LEVEL	NO. OF RESPONDENTS (F)	LIKERT VALUE (X)	TOTAL (FX)
1	Highly satisfied	14	5	70
2	Satisfied	22	4	88
3	Neutral	59	3	177
4	Dissatisfied	11	2	22
5	Highly dissatisfied	5	1	5
	TOTAL	111		362

$$\begin{aligned} \text{Likert value} &= \sum fx / \text{No. of. Respondents} \\ &= 362/111 \\ &= 3.26 \end{aligned}$$

INTERPRETATION: Likert scale value is 3.26 which is greater than mid value. Therefore the respondents are having satisfied level towards colours.

TABLE 5**TABLE SHOWING THE SATISFACTION LEVEL OF RESPONDENTS TOWARDS FIXTURE AND FITTINGS**

S. NO.	SATISFACTION LEVEL	NO. OF RESPONDENTS (F)	LIKERT VALUE (X)	TOTAL (FX)
1	Highly satisfied	15	5	75
2	Satisfied	43	4	172
3	Neutral	25	3	75
4	Dissatisfied	24	2	48
5	Highly dissatisfied	4	1	4
	TOTAL	111		370

$$\begin{aligned} \text{Likert value} &= \sum fx / \text{No. of. Respondents} \\ &= 370/111 \\ &= 3.33 \end{aligned}$$

INTERPRETATION

Likert scale value is 3.33 greater than mid value. Therefore the respondents are satisfied with furniture and fittings.

RANK CORRELATION

A rank analysis is any of several statistics that measure an ordinal association, the relationship



between ranking of different ordinal variables or different ranking of the same variables, where a “ranking” is the assignment of the labels “first”, “second”, “third”, etc., To different observation of a particular variable. A rank analysis measures of

similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking. The ranking themselves are totally ordered.

TABLE 6
TABLE SHOWING THE INSIDE FACTORS INFLUENCE YOU BUYING DECISION IN THE STORE

S.NO	CATEGORIES	RANK 1	RANK 2	RANK 3	RANK 4	RANK 5	RANK 6	TOTAL	RANK
1	Locating product	23(6)	14(5)	26(4)	15(3)	13(2)	20(1)	403	3
2	Signs, graphics	16(6)	10(5)	16(4)	25(3)	18(2)	26(1)	347	5
3	Lighting	24((6)	18(5)	16(4)	11(3)	20(2)	22(1)	393	4
4	Music	25(6)	21(5)	20(4)	10(3)	14(2)	21(1)	414	2
5	Fragrance	10(6)	13(5)	11(4)	30(3)	33(2)	14(1)	339	6
6	Colours	13(6)	35(5)	22(4)	21(3)	12(2)	8(1)	436	1

(Source: Primary data)

INTERPRETATION

The above table shows that out of total 110 respondents, colors has ranked 1st, music has ranked 2nd, locating product has ranked 3rd, lighting has ranked 4th, signs, graphics has 5th, fragrance has ranked 6th.

Majority, respondents are satisfied with the colours in big bazaar.

FINDINGS, SUGGESTIONS AND CONCLUSION FINDINGS

- From the study it was found the majority of 40.54% of the respondents are of between the Age 21 years – 40 years.
- From the study it was found the majority of 54.054% of the respondents are female.
- From the study it was found the majority of 40.54% are engaged in other activities.
- From the study it was found the majority of 40.54% are engaged in other activities.
- From the study it was found the majority of 31.53% of the respondents have post-graduation.
- From the study it was found the majority of 35.13% of the respondents are earning Rs.50,000-1,00,000.
- From the study it was found the majority of 35.13% visit once in 15 days.
- From the study it was found the majority of 27.03% are aware through friends and relatives.
- From the study it was found the majority of 34.23 % are preferring accessories.

- From the study it was found the majority of 39.64% are neutral.

LIKERT ANALYSIS

- From the study it was found the majority of the respondents are highly satisfied above the Atmospherics, light, music, window display, and color in the factors of the store.

RANK ANALYSIS

Factors influence buying decisions in the store

- Respondents are satisfied with the colours and ranked as I.

Features/ aspects that encourage purchase in big bazaar

- Respondents are satisfied with the Quality goods and ranked I.

SUGGESTION

On the basis of finding of the study, the following suggestions have been given

- Most of the customers are visiting store only for entertainment purposes.
- Graphics and signage are cost effective and efficient tools for delivering a message or inform the customer about the product available in the department 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.

CONCLUSION

This study has revealed usefulness and effectiveness of visual merchandising in understanding consumers' buying decision based on the impact of visual merchandising. The main objective of this research was to identify the visual merchandising factors that impact store image and further examining the relationship of the identified independent variables of store layout and design, lighting, colors, mannequin, window display, promotional signage, product presentation and in-store displays with the dependent variable that is store image and purchase intention. This study disclose the expediency of visual merchandising and understand the consumers impulse buying behaving.

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