

**A Study on Effect of Visual Merchandising influence on
Buying Behaviour of Consumer in Retail Store**

**T.PRADEEPA
(13PCO013)**

**Thesis submitted to
Avinashilingam Institute for Home Science for Higher Education for
Women,
Coimbatore - 641043**

**In Partial Fulfillment of the Requirement for the
Degree of Master of Commerce**

March - 2015

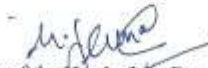
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SYNOPSIS

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 is 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 were analyzed and tabulate by the use of SPSS. which 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.

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CHAPTER - 1

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 to buy 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.

An excellent opportunity to bring more custom to store. Customers have only a few seconds to view and be attracted by display to keep them simple, bold and uncluttered. Cluttered stale, or badly organized displays, are liable to do the exact

opposite and turn those potential customer away. Ensure any special offers readable and not too big/small ,bearing in the demographic of target audience. If window space is limited try using bright colors and lighting to draw the eye, may be even motion. Change the displays frequently based on how often customers visit the store. A fantastic but dated display could do more harm than good.

Visual merchandising can make a good retail outlet great . Investing a little time and effort in giving retail store a facelift can make a world difference. Engaging some professional services to help with retail branding, retail window displays or retail on store signage can make you really stand out from the crowd. Ruthlessly looking at your products profitability in the context of what presence on the display space give them could give competitive advantage. In a crowded market we need to pull out all the stops to give your customer the shopping experience they really want but you can expect to reap the rewards when you get it right. The visual merchandising is an activity and profession of developing the floor plans and three-dimensional displays in order to maximize sales. Both goods and services can be displayed to highlight their features and benefits. Visual merchandising is an art of displaying merchandise in a manner that is appealing to the eyes of the customer. It sets the context of the merchandise in an aesthetically pleasing fashion, presenting them in a way that would covert the window shoppers into prospects and ultimately buyers of the product. A creative and talented retailer can use this upcoming art to breathe in new life to his store products . Passion for design and creativity are essential to be a good visual merchandiser . A perfect design process and an ability to create idea. Awareness of happenings in fashion world is needed to keep up-to-date with the dynamics of the market constantly.

Visual merchandising includes window displays, signs, interior displays, cosmetic promotions and any other special sales promotions taking place. There are certain things which a retailer needs to take care while proceedings with the process of displaying his product. These components when combined together in a proper ratio will make successful outcome. The main goal of display is to showcase the products within the overall display area. Customers give three to five seconds of their attention to window display. The retailers visual message should be conveyed to the customer in the short period of time . It should not be like an unsuccessful TV advertisement, where the product is forgotten altogether and only the concept of the

commercial remains in the mind of the viewer. The arrangement of window display should go with the product and should not suppress them to make it discernable to the eye. Visual merchandising is the presentation of a store and its merchandise to the customer through the teamwork of the store's advertising, display, special events, fashion coordination, and merchandising departments in order to sell the goods and services offered by the store. Visual merchandising does not stop at great looking window displays, it is more than this. In store layout and product merchandising, to housekeeping, lighting, music, price tickets, posters, and graphics, window display and props right through to the color paint in walls and the fixtures sell from, all of these elements are visually organize these elements and how often you rotate these elements within your retail space is visual merchandising. Visual merchandising is a technique that is applied and practiced in any retailing environment. Whether an up-market fashion chain or the local hardware store, it doesn't matter to sell, if we have a retail space, and open doors for trade ,you are conducting "Visual Merchandising" on same level. The practice of Visual Merchandising requires creativity, inspiration, logic and organization . It has been quoted on numerous occasions as being a mix of art and science .

Visual merchandising is the objective is always to develop, maintain, and increase sales within your retailing space. At service a range of clients, all with differing Visual Merchandising needs; We share key reasons 'why' these retailers conduct regular Visual merchandising programs within their stores. Independent retailers often operating without the big marketing budgets to generate foot traffic into store. This retailing group faces the challenge of convincing customers 'to come on in and shop with us' on very limited resources. By adopting a Visual Merchandising program, independent Retailers have the opportunity to 'pack a punch' through strong eye catching. Individual window displays ,giving customer a reason to enter their stores and shop. Adding to this, by conducting visual merchandising activities on a regular basis ,the product offer is kept fresh, inviting and in constant rotation. This is extremely important ,many independent retailers suffer from what we term 'set & forget'. They set their store up for the season ,place product onto the shelf, trade away, and in some cases 'forget' to move things for a period of three months or more. This creates a stale ,boring store and without a doubt will lose you sales. Through regular VM activities you will be challenged with rotating product around your store,

merchandising to compliment key retail promotional events (i.e. Mother Day, Christmas etc.), and strategically marking down product and moving it on when necessary ... So, not only does visual merchandising keep your store looking good, but also organized and in control of 'what it is you sell ' and 'how you sell ' to your customer.

SHOPPING CENTRES:

This retail group call on 'visual merchandising' both their internal and external customers the first group being their external customers, these are actual customers that the shop the centre and the second group are internal customers. These are the retailers shopping centers face the everyday challenge of 'visual speaking ' to both sets of customers. Centers are constantly assessing every aspect of their rather giant retailing space. From door counts ,to in centre sale and promotions, to merchandising and displays points, activating the customer within a centre and ensuring that customer is moving around the centre, is critical in satisfying the demands and needs of their internal customers. The retailers general ambience of a shopping centre environment, including music, lighting, smells, sounds, cleanliness and general appearance, must all work together to inspire and convince the customer to stay and shop - at the same time, each and every retailer must ensure that visual merchandising from one store to the next. A shopping centers visual merchandising culture is complicated and interrelated : many must come to the party to ensure success .Although when done well, the centre can be the comfortable and welcoming environment that so many aspire to be. To become a shopping destination of choice. Visual Merchandising are key because when a retailing environment makes "visual sense", a customer will be naturally attracted to the space, enticed to come in ,convinced to stay and shop and , most importantly, wants to buy.

Growth of visual merchandising:

Visual merchandisers create "miniature worlds" for merchandise in an effort to attract the attention of consumers, draw them into the store and keep them coming back in the future. Despite the advanced techniques seen in visual displays, visual merchandising is not a new concept or art. As early as the 18th century, merchandise was staged in interesting and unique arrangements to attract consumers.

In the 18th century, when the contemporary methods of visual merchandising began to evolve, store owners and managers cared little for the appearance of their stores and the presentation of merchandise. Very little merchandise was displayed within the store. Rather, a customer would enter the store and speak with the retailer, who would then present merchandise that was kept in a back room. "Sales talk" and an ability to persuade were very important in convincing a customer of the quality of a product and making a sale. The evolution in store design brought about a new "process" of shopping. It was no longer a verbal engagement between retailers and customers, but now a "sensory experience". The first step in the evolution of store design occurred when small stores began to display their merchandise openly to the public, instead of keeping it stored in backrooms. Eventually, the deliberate displaying of goods became an important tool for retailers. What was once unattractive stores that were not meant to visually appeal to customers, slowly became exciting shopping venues.

The second step in the evolution process occurred in Europe during the beginning of the 19th century with the development of arcades. Arcades, or passages, were covered streets that were constructed using iron and glass. Historically, they can be traced back to bazaars of the Arabian Peninsula and Asia Minor. The experimentation with new materials greatly improved the aesthetic qualities of the shops that were housed within the arcades. The main features of the arcades were their glass skylights, which often stretched the entire length of the passage way. The skylights created a completely enclosed, visually stimulating shopping environment. Unfortunately, the skylights were extremely expensive and caused many technical difficulties. Also, the appealing shopping area that the arcades created outside, usually did not extend to inside of the shops. Therefore, the arcades became mainly associated with observers who were just out to walk around, not necessarily shop.

Estimated at a \$180 billion market size and accounting for a national GDP of 10% the Indian retail industry is poised to see a growth of 11-12% per year . Further , India is placed sixth in the global retail development index and it is predicted that there will be 1000-1500 stores in each of the metros by 2009. According to a CII analysis the Indian retail business has the capacity to employ over 2 million in new jobs within the next years . About 60% are expected to be in the area of fashion and lifestyles , and visual merchandising is one key area for the same(2) . As both fashion brands and retailers in India strive to convert brand thinking into retail thinking , point-of-sale (POS) promotion is steadily gaining a bigger slice of the promotion pie. The year 2006, for instance ,saw some big spends ,with large department stores like Shopper's Stop, Lifestyle and Westside spending in the large of Rs. 30,00,000 - 40,00,000 per season on visual merchandising . Visual Merchandising spend had indeed doubled in 2006 , compared to the last couple years. Where fashion retailers traditionally spent approx. to 2 % of their turnover on visual merchandising in earlier years , the spend figure now stands at about 4 % of the turnover . the Indian retail industry is waking up to the need for visual merchandising and the Indian society ,attaining an international outlook is subconsciously creating a demand for it .

RECENT TRENDS IN RETAIL STORES

- Retailing in India is witnessing a huge revamping exercise as can be seen in the graph
- India is rated the fifth most attractive emerging retail market: a potential goldmine.
- Estimated to be US\$ 200 billion, of which organized retailing (i.e. modern trade) makes up 3 percent or US\$ 6.4 billion
- As per a report by KPMG the annual growth of department stores is estimated at 24%
- Ranked second in a Global Retail Development Index of 30 developing countries drawn up by AT Kearney.
- Multiple drivers leading to a consumption boom:
 - Favorable demographics
 - Growth in income
 - Increasing population of women
 - Raising aspirations: Value added goods sales

- Food and apparel retailing key drivers of growth
- Organized retailing in India has been largely an urban
- Phenomenon with affluent classes and growing number of double-income households.
- More successful in cities in the south and west of India. Reasons range from differences in consumer buying behavior to cost of real estate and taxation laws.
- Rural markets emerging as a huge opportunity for retailers reflected in the share of the rural market across most categories of consumption.

GROWTH OF RETAIL SECTOR IN INDIA

Retail and real estate are the two booming sectors of India in the present times. And if industry experts are to be believed, the prospects of both the sectors are mutually dependent on each other. Retail, one of India's largest industries, has presently emerged as one of the most dynamic and fast paced industries of our times with several players entering the market. Accounting for over 10 per cent of the country's GDP and around eight per cent of the employment retailing in India is gradually inching its way toward becoming the next boom industry

- As the contemporary retail sector in India is reflected in sprawling shopping centers, multiplex- malls and huge complexes offer shopping, entertainment and food all under one roof, the concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. This has also contributed to large-scale investments in the real estate sector with major national and global players investing in developing the infrastructure and construction of the retailing business

VISUAL MERCHANDISING APPROACHES

The issue is the sales you are achieving are simply shared between more SKUs, making your business more complex and putting at a risk of carrying excess stock. Range proliferation can strangle a business from a cash flow perspective, so getting the balance right is critical. Too little choice will put customers off, too much will confuse them. Ideally you should analyse your retail space to understand what the maximum number of products can present at any given time is then be ruthless. Every product is costing money both to stock and also it occupies your high cost retail real estate - if it hasn't earned the right to be there, and it isn't a product typically connected to the purchase of a high margin line (therefore earning it's right by virtue of a related sale) then get rid of it - make way for a product that will earn you some money focus on space.

It's important your store is inviting and uncluttered. There's nothing worse than walking into a messy store and feeling totally lost and overwhelmed with the amount of stuff in your line of sight. Make sure your ideal customers can feel at ease, to linger longer: Clear says, "Once you've got the potential customer in the store and have presented a beautiful, profitable range, need to retain them for as long as possible typically the longer they stay, the more they will spend. Kelly says, "if you make your customers feel at ease, they will linger, music, lighting, colors etc., can all have a huge effect on the stress levels of the shopper". All five senses sympathetically and be aware that the demographic of your target market will feel different in different atmospheres. For example, sight use lighting to change the mood of the store and to highlight products on offers, hearing music in stores has a huge effect on our stress levels. You may assume a toy store play children's songs or nursery rhymes. In fact the parents will feel a lot less stressed if the music is something softer, possibly classical, touch that allow clients to handle or test the products. This encourages conversation and rapport with your clients, smell certain fragrances are calming such as vanilla or lavender or citrus to uplift. Try using seasonal fragrances to evoke a sense of magic, cinnamon around Christmas time, taste are not always possible but, if you can offer free tasters there will a sure fire way of selling more product.

Make sure customers can find products in store, and that they have the information they need to buy with confidence. In store, signage must be clear and concise. Too many signs will act like a hundred shouting voices, not enough and the customer won't know where to go. Keep it simple and in line with your existing store branding. Use fonts and colors that are easily readable from far distance, avoid script or fussy, ornate styles. Products need to be presented in a way that the customer can understand exactly what they do and how they help them. This is where good Point of Sale and freestanding merchandise displays really come in to play. Point of Sale (POS) or checkout is the location where a transaction occurs. Use this area to display new products ,special offers or "no brainer " purchases, for example lip balms, pens, small handbag sized items.

It be really created with these displays. Keep them simple and bold. There are hundreds of shelf display products you can purchase usually in plastic or cardboard. Be creative with the products themselves. For example, if you were selling paper napkins, create origami animals from them - instantly more appealing. If you have own brand products invest in working with a design agency that specializes in packaging design so that your product appeals exactly to your target customer. The right packaging design can make or break a product, especially if it's new to the market or has huge competition. A good brand and packaging designer will draw out the brand story and encapsulate that into the design, giving your product maximum shelf appeal. There are number of things you can do to make significant impact of visual merchandising.

1. Make the interior and exterior

A tidy store is a must. De-clutter remove anything that isn't adding to your brand. Keep the decor, floors and window clean. Ensure the flooring is suitable for your target customer. Try out different fragrances to keep the store smelling fresh. Make the most of the space you have but allow plenty of room for movement, remember your customers may have large trolleys or buggies with them. Don't make them feel claustrophobic-sometimes there is commercial benefit to having empty space. Ensure you have good lighting that helps the customers navigate the store and highlights key promotions. Use lighting to draw them into the store, don't have any dark corners. Use music to enhance the atmosphere unless you are running a library, a

little background noise makes customers more comfortable to have conversations as they feel are less easily overheard. Ensure your choice of music relevant to your target customer and make sure you're not in breach of any public performance rights.

2. Clearly and correctly labeled

Products must be clearly and correctly labeled ,with more product information available as required. Pricing and offers must be understandable. Shelves should be well stocked but not over full and cramped as this will not only look bad but detract from the product itself. the last thing you need is for a customer to attempt to take a product off the shelf and cause an avalanche -they will be embarrassed and your product may well get damaged. Allow the customer more information about a product but not too much that the offer and pricing is misunderstood . Packaging should be not only informative but ideally part of the overall merchandising appeal.

3.commercial basis

Know the cash margins every product contributes, the volumes you sell and determine what value each product has in your range. Don't forget to consider the value add of certain products e.g. tend to be purchased with other key items. Define the maximum SKU count your store(s)can accommodate and stick to that. If you want to list a new item ask yourself what it replaces consider the impact on your profitability as well as your aesthetics and product presentation when making a range. Trips changes to find out what impact they have try different promotions. Customer also they think and also measure the sales and margin impact .You will only know if a change improves things if you try it and keep an eye on your KPIs.

PRINCIPLES OF VISUAL MERCHANDISING

Visual merchandising is about presenting retail space in a way that maximizes sales. Strategically presenting your products in retail space helps to create a unique identity for business. Apart from competition by making retail space warm, friendly and approachable. Retail displays can help business to achieve sales because these visual elements make a good first impression on potential customers. Retailers displays are an element of branding. If customers like the way of store looks and products are made to look appealing through window, shelf and stock displays, they are likely to spend more time and money at business.

Window display

- ✓ Create themes for window displays that reflect store's style and personality . Use window display to make a statement about business. For example, to say elegant, sophisticated, edgy or contemporary. It should :
- ✓ Be topical and seasonal.
- ✓ Use props, images, signage and products to convey an idea and message that will help customers connect with products.
- ✓ Change window displays regularly make sure products in display are easy to find inside the store but not necessarily at the front, where customers will need to look no further.
- ✓ When change window display theme, remember to change store's interior theme to match.

Shelf display

Group related stock items together, and use premium spaces. For example the ends of aisles to feature profitable products. It should:

- ✓ Group similar products together to encourage add on sales. For example ,place crockery with cutlery.
- ✓ Group different but related products together to help make companion sales.
- ✓ Feature a few product items , including product blurb and filers, at point of sale space.

IMPORTANCE

Store image

Visual merchandising elements Decor, logo and interior design set as retail store's image, or brand identify, and distinguish the business from its competition. Lighting, fixtures, music, color and product placement work together to establish an atmosphere that complements and support that image. Even the look of the shopping bag, notes renowned visual merchandising Martin Pegler, promotes store identify. "A store whose appearance communicates quality attracts customers interested in quality, a bargain basement atmosphere encourages expectations for lower prices".

Customer Service

For small stores forced to minimize their setting level, visual merchandising enables customers to see and feel items without asking for help. Display showcase product features to educate customers and answer their questions. Well -placed signs and the arrangement of stock in a logical sequence. Visual product placement also gives customers ideas on how to use a product in a new way or how to coordinate an item with others, as well as introduce a new look, trend or product. Keeping shoppers well informed quietly enhances customers service while stimulating sales.

Sales

At the heart of visual merchandising lies its ability to trigger an emotional reaction that leads a customer to buy. Strategically located floor displays guide shoppers through departments While eye catching fixture set ups entice them to stop along the way. Lighting color and props can attract browsers and turn them into buyers. Displays that use a theme, or visual story, to present product assortments encourage both add on and multiple sales.

Shopping Experience

Visual merchandising inspires shoppers so they leave the store happily. It adds an entertainment factor to shopping. Returning customers soon tire of seeing the same way. By frequently moving things around and introducing new props and signage, a retailer can give his store a newness and freshness that lends an air of

excitement. A regularly changed visual merchandising plan simultaneously invites shoppers to enjoy their shopping experience and reinforces a store's in their eyes.

ADVANTAGES OF VISUAL MERCHANDISING

By creating the right effect at the storefront can effectively create an urge in potential customers to make purchases. This aspect of displaying available products to stimulate sales is known as visual merchandising and it is one of the oldest and most effective marketing techniques for the retail sector. The advantages of visual merchandising:

Creating and urge

Displaying products effectively stimulates an impulsion in potential customers to make a purchase. For instance if a lady walks past, a beautifully dressed mannequin she is likely to be attracted to the look and will be motivated to look the same . These significantly affect sales .

Enforcing store/company identity

Shops or companies all have their uniqueness and individuality and this can be reflected well in the way products are displayed. There needs to be a structured theme that will resonate well with shoppers. This is especially so with franchises or chain stores which have a structured identify.

Create a shopping experience

Retail sales is no only about the final purchase it is a process . This involves engagement of potential buyers at different levels . Having attractive store front is one initial link between a shop and a buyer and first impressions are lasting impressions . A great initial engagement is likely to lead the future relationships with buyers.

Making a statement

Certain products require more aggressive techniques and this may include the use of visual props. The shop window dressing can be effective in creating an engaging marketing that will surely attract plenty of eyes which can ultimately be converted into sales.

Artistic expression

Shop window dressing is an art and this expression can be used as a tool to compliment the decor and color scheme of a shop. There is no doubt that striking displays are pretty attractive spectacles.

OBSTACLES OF VISUAL MERCHANDISING

A merchandising business sells retail product merchandise to consumers. There are many ways to merchandise from traditional bricks and mortar to online businesses. Merchandising is an old and long established form of business, but it comes with some risks and disadvantages over other forms of business, such as selling wholesale or having a service oriented business.

Cost

Merchandising costs vary considerably , but can be disadvantage costs include research and product development , manufacturing shipping and promotion .Costs also are associated with whatever merchandising model decide to use. For example. if have a store, costs are associated with rent and with staff. It may also have costs associated with maintaining an inventory. If have an online business, merchandising costs may include setting up and maintaining a website and an e-billing service and online advertising.

Finding Customers

A merchandising business relies on finding and keeping customers. This can be a disadvantage over businesses that have a built in customer base, or they rely on a smaller number of large customers. To attract and keep customers, may need to spend more money on advertising and on sales promotions. It may also need to develop the demand for products.

Product Development

Selling merchandise to consumers requires to develop new products. Even for a small business, developing new merchandise can be expensive and time consuming. instead of manufacturing their own products. Many merchandisers sell products designed and manufactured by others.

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.

CHAPTER SCHEME

The report of the study is divided in five chapters.

1.The first chapter deals the Research Design forming the introductory part of the report deals with the origin and growth of visual merchandising in retail stores at the global and national level, position of the service provider and available services in retail store, objectives of the study, limitation of the study.

2.The second chapters covers the "Review of Literature" under which a brief description of earlier studies were included.

3.Third chapters deals with the research methodology, which includes description regarding sources of data , collection of data, and tools used for analysis of data.

4. Fourth chapters deals with analysis and interpretation, under which data collected through questionnaire were analyzed and interpreted .

5.Fifth chapters deals with findings and suggestion.

CHAPTER - II

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 does not peak 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 shoppers 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 do 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 in 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 be a proactive retailer. With globalization and the retail boom , 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. Muruganatham 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 a challenge for market researchers due to its complex nature. Dramatic increases in personal disposable income, life style, and credit availability have made impulse buying a widespread phenomenon across the different retail formats, consumers researchers 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 from across borders. Furniture and furnishings products are though not purchased mostly on impulse, but still certain cues of visual stimuli definitely has impact on the purchase behavior. It positively helps customer in buying and feeling about the product buying urge. This proves 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 tells a customer what store is all about. 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 is 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 o 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 provide 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 posses 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 are 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 salespersons 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 he importance of shoppers 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 a 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 .

WMCB . Wanninayake Yake and Pradeep Randiwala (2007) in their study entitled that "**The impact of visual merchandising on consumer store choice decisions in Srilankan supermarkets**". This study consists of visual merchandising is the most variable in store environment among the tested variables. It can significantly influence on consumer store choice decisions . Therefore, application of more attractive visual merchandising materials in their promotions will help to obtain better results. The lighting , design layout and cleanliness are the key elements of visual merchandising programs other than product display.

Yoo. Kyoung Seock , Young Lunlee (2013) , in their study entitled that "**Visual merchandising displays effect on consumers : Available asset or an unnecessary burden for apparel retailers**". This study also provides crucial implications for retail management in home furnishings retail setting . Confronting the present ever - dynamic home furnishings retailing atmosphere , it gives managers in the home furnishings stores a better understanding of visual merchandising attributes affecting shopper behavior.

Yolande Hefer and Michael C. Cant (2013) , in their study entitled that "**Visual merchandising displays effect on consumers : A variable asset or an unnecessary burden for apparel retailers**". This study consists of the perceptions of the impact of visual merchandising displays on their buying behavior varied, as evidenced by their attention or lack of interest to visual merchandising displays when they first walked into a store. consumer in the direction of the product as well in product choice. Consumer behavior will also be influenced by their personal preferences and the quality of the displays.

Zeynep Taskiran (2012) in their study entitled that "**The elements of visual merchandising**". This study consists of the visual merchandising uses visual communications by putting the product or brand at the point of sale by making it as a title character. Visual merchandising designers are responsible for visual

communications within a store ,their objectives is to make evident the characteristics of a product in order to favor the selection process of the customer. They achieve this although the organization of display systems in the store. The visual merchandiser is in charge of the displays systems. They changes them according to seasons, promotional campaigns or special events. Without communicating, it won't be completed to sell a product. This refers to have a image of any brands . Right image is very important for brands.

Yolande 'Hefer in their study entitled that " **Visual merchandising displays - practical of or effective**". This study consists of the findings illustrated the 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 were also highlighted as being a significant feature, it become clear that the visual merchandising displays should consider the individual needs of consumer.

CHAPTER III

RESEARCH METHODOLOGY

INTRODUCTION

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.

Primary data

In marketing one instrument are used to collect primary data. They are questionnaire method, however this research has been done by using questionnaire method , almost care was taken while preparing questionnaire. The primary data were collected through questionnaire and analysis buying behavior of consumer in visual merchandising. The researcher has analysis the product purchase, reason for purchasing, and their opinion about the product, quality, quantity, Topping price and their suggestion for improving Visual merchandising. The scheduled was carefully designed and tabulated based on questionnaire. The questionnaire used for this work is presented in appendix.

Secondary data

The secondary data were collected from Books, Journals, Newspapers, published articles and websites.

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 used to analyses level of satisfaction of customers were used for this research.

CHI-SQUARE TEST:

The chi-square test is one of the simplest and most widely used non parametric tests in statistical work. In this study it was used to test the relation between socio economic profile and Place of residence. For testing the hypothesis chi-square test was employed 5 percent level of significance. The Chi-square value was obtained using the following formula:

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

χ^2 = Pearson's cumulative test statistic, which asymptotically approaches a χ^2 distribution.

O_i = an observed frequency;

E_i = an expected (theoretical) frequency, asserted by the null hypothesis;

n = the number of cells in the table.

LIKERT SCALE ANALYSIS:

Likert analysis are developed by utilizing the item analysis approach wherein a particular item is evaluated on the basis of how well it discriminates between those persons whose total score is high and those whose score is low. Those items or statements that best meet this sort of discrimination test are included in the final instrument.

CROBACH ANALYSIS: CROBACH ANALYSIS:

Suppose it is measure a quantity which is a sum of K components (K -items or testlets): $X = Y_1 + Y_2 + \dots + Y_K$. Cronbach's α is defined as

$$\alpha = \frac{K}{K-1} \left(1 - \frac{\sum_{i=1}^K \sigma_{Y_i}^2}{\sigma_X^2} \right)$$

where σ_X^2 the variance of the observed total test scores, and $\sigma_{Y_i}^2$ the variance of component i for the current sample of persons.

If the items are scored 0 and 1, a shortcut formula is

$$\alpha = \frac{K}{K-1} \left(1 - \frac{\sum_{i=1}^K P_i Q_i}{\sigma_X^2} \right)$$

where P_i is the proportion scoring 1 on item i , and $Q_i = 1 - P_i$. This is the same as KR-20.

Alternatively, Cronbach's α can be defined as

$$\alpha = \frac{K\bar{c}}{(\bar{v} + (K-1)\bar{c})}$$

where K is as above, \bar{v} the average variance of each component (item), and \bar{c} the average of all covariances between the components across the current sample of persons (that is, without including the variances of each component).

The *standardized Cronbach's alpha* can be defined as

$$\alpha_{\text{standardized}} = \frac{K\bar{r}}{(1 + (K-1)\bar{r})}$$

where K is as above and \bar{r} the mean of the $K(K-1)/2$ non-redundant correlation coefficients (i.e., the mean of an upper triangular, or lower triangular, correlation matrix).

Cronbach's α is related conceptually to the Spearman–Brown prediction formula. Both arise from the basic classical test theory result that the reliability of test scores can be expressed as the ratio of the true-score and total-score (error plus true score) variances:

$$\rho_{XX} = \frac{\sigma_T^2}{\sigma_X^2}$$

CHAPTER IV

ANALYSIS AND INTERPRETATION

An attempt has been made in this chapter to analysis the subscribes attitude and perception towards level of satisfaction of customer in visual merchandising. For his purpose of this study, the questionnaire was prepared are to know the subscribers expectations. A analysis has been made in this chapter with help of percentage ,Chi-square test, Likerts five Point table, Reliability analysis, Ranking analysis. The following components are analyzed.

SOCIO ECONOMIC CHARACTERISTICA OF THE RESPONDENT

The socio Economic Characteristics of the respondents such as Age, Gender, Marital status, Education Qualification, Annual Income, Nature of family. Hence in this section, an attempt is made to analyses the socio Economic Characteristics of the sample respondents

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
Marital 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 no.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 graduates 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 betweenRs.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 no. 2 below shows that the age wise classification of place of resident of consumer in retail stores. The age categorised into four categories like below 20 years, 21-40 years, 40-60 years, above 60 years. the resident place categorised 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

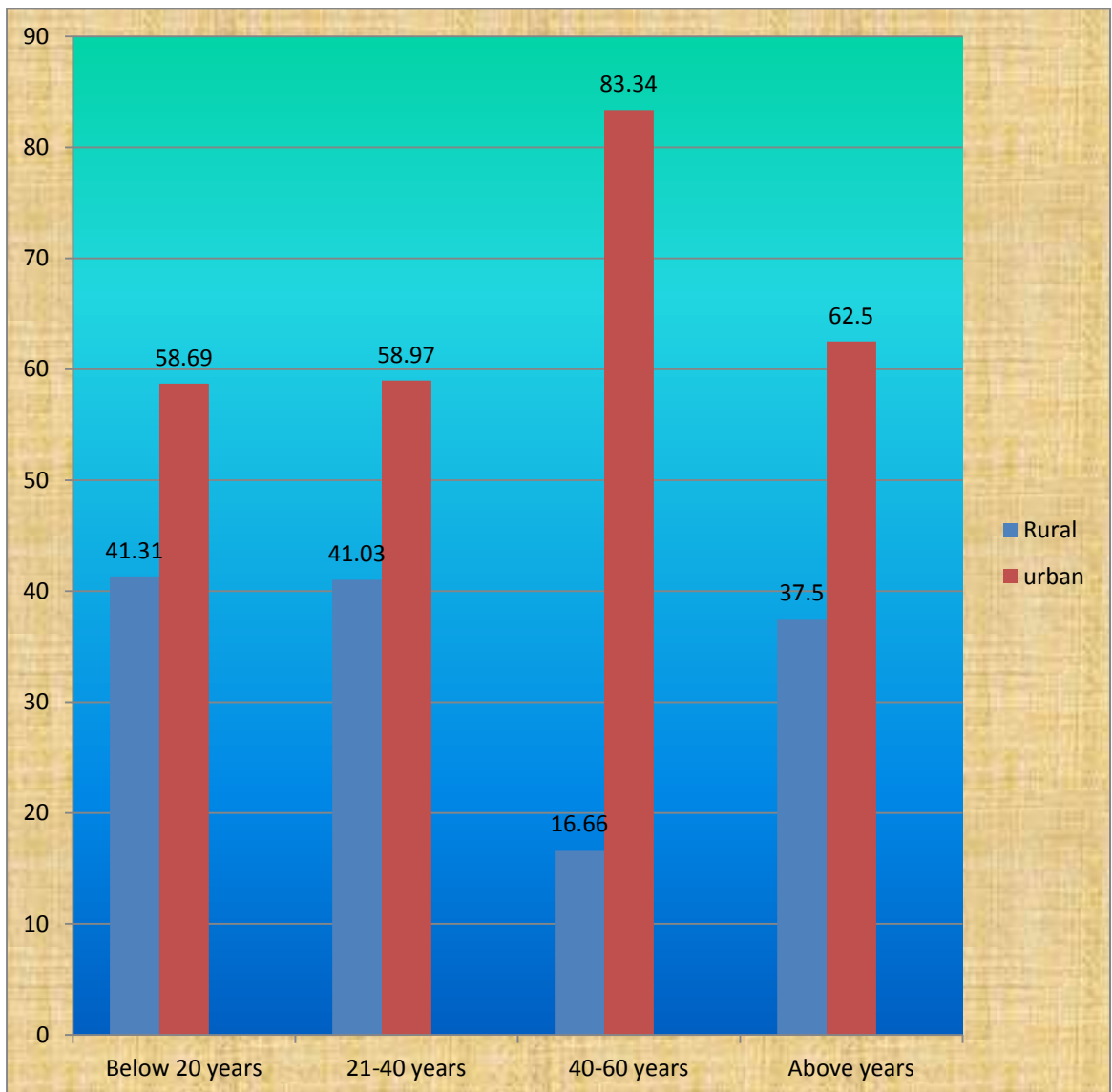
Age	No. of respondent				Total
	Rural	percentage	Urban	Percentage	
Below 20 years	19	(41.31)	27	(58.69)	46 (100)
21-40 years	32	(41.03)	46	(58.97)	78 (100)
41-60 years	8	(16.66)	40	(83.34)	48 (100)
Above 60 years	18	(37.50)	30	(62.50)	48 (100)
Total	77	(35.00)	143	(65.00)	220 (100)

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 percentage 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 percentage of the respondents who are from rural areas. The majority of 48 percentage 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 percentage of the respondents who are from rural areas.

EXHIBIT 1

CLASSIFICATION OF AGE AND PLACE OF RESIDENCE



Classification of customer based on Gender wise and Place of Residence:

The classification of place of residence based on gender the following table shows the gender and place of residence where consumers attracted more in retail store. The gender is divided into male and female. The following table explains that the classification of gender and place of residence.

TABLE 3

CLASSIFICATION OF GENDER AND PLACE OF RESIDENCE

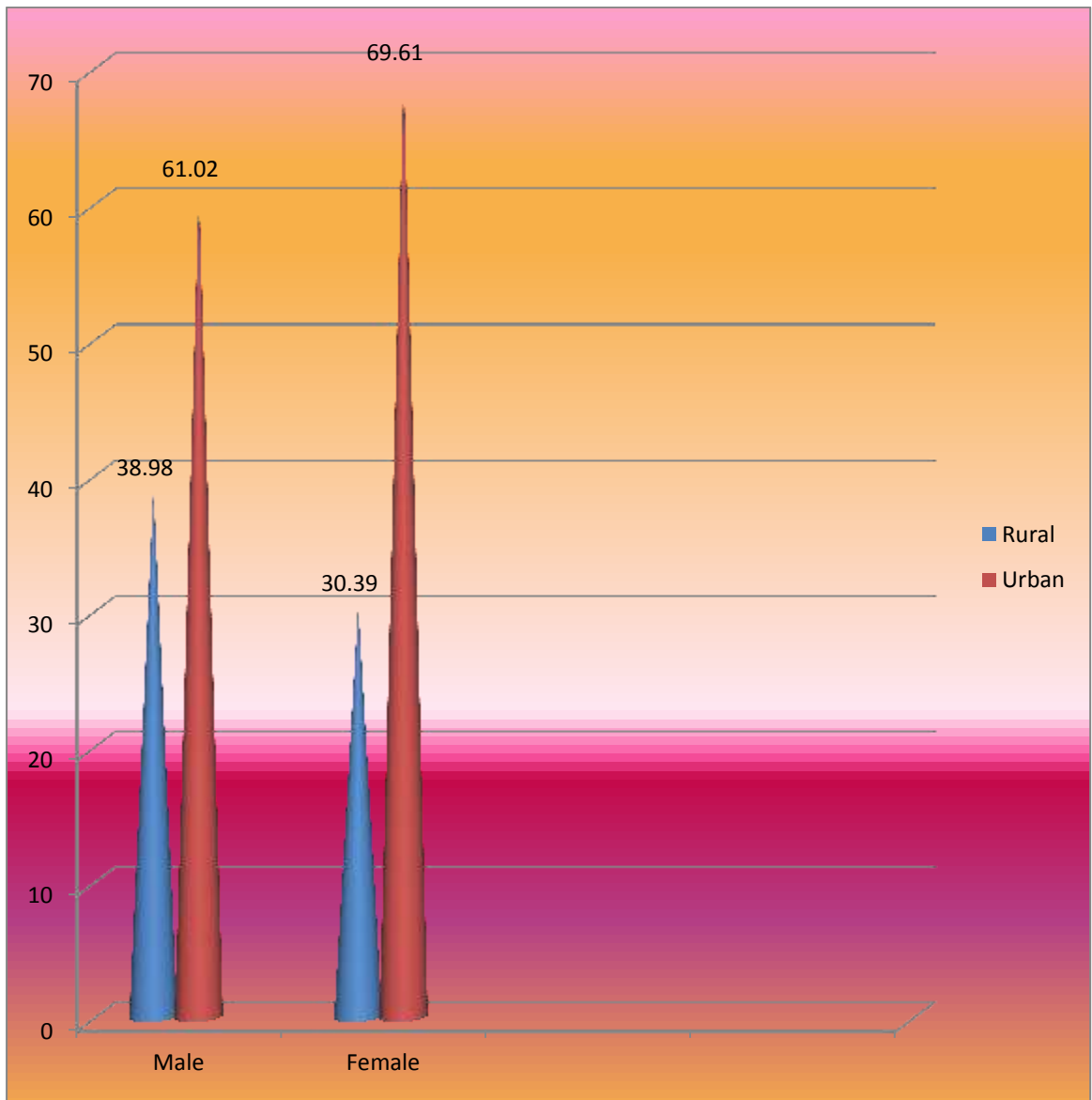
Gender	No. of respondents				Total
	Rural	Percentage	Urban	Percentage	
Male	46	(38.98)	72	(61.02)	118 (100)
Female	31	(30.39)	71	(69.61)	102 (100)
Total	77	(35.00)	143	(65.00)	220 (100)

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 percentage 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 percentage of the respondents who are from urban areas.

EXHIBIT 2

CLASSIFICATION OF GENDER AND PLACE OF RESIDENCE



Classification of customer based on Education wise and Place of Residence:

The educational qualification of respondent is the most important factors to determine the study. The following table shows that Educational Qualification and buying behavior of consumer in retail store. The educational qualification is divided into five classes, they are as follows school level, Diploma, Under graduate, Post graduate, and professionals. The following table explains that the classification of customer based on education and place of residence.

TABLE 4
CLASSIFICATION OF EDUCATION AND PLACE OF RESIDENCE

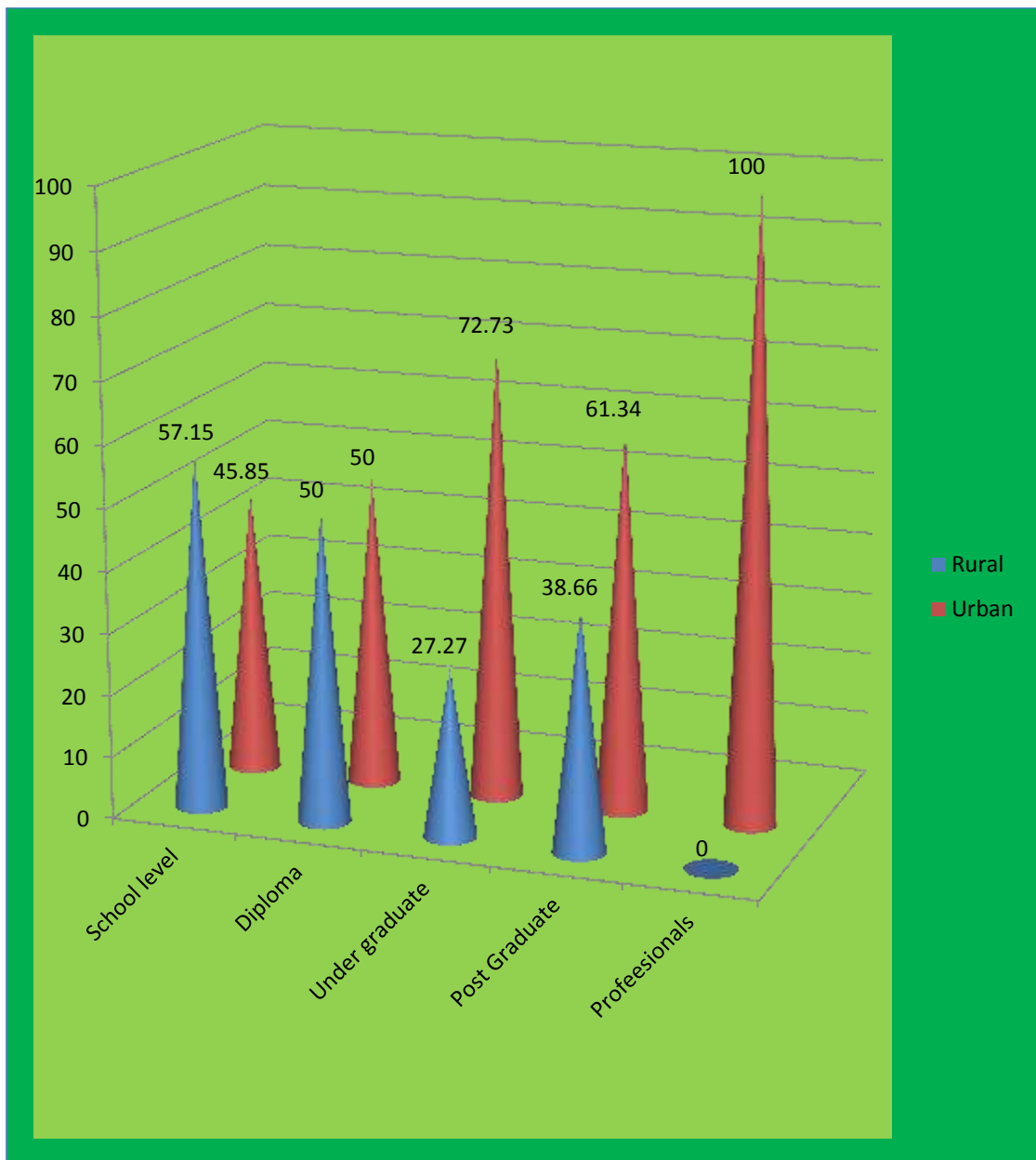
Education Qualification	No .of .respondents				Total
	Rural	Percentage	Urban	Percentage	
School level	20	(57.15)	15	(42.85)	35 (100)
Diploma	10	(50.00)	10	(50.00)	20 (100)
Under Graduate	18	(27.27)	48	(72.73)	66 (100)
Post Graduate	29	(38.66)	46	(61.34)	75 (100)
Professionals	0	(0)	24	(100)	24 (100)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

Source: Primary Data

Table no.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 their 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.

EXHIBIT 3

CLASSIFICATION OF EDUCATION AND PLACE OF RESIDENCE



Classification of customer based on Occupation wise and place of residence

The Occupation is the important factor to determine the customer's perception. The following table shows the occupation and Visual merchandising buying behavior of consumer in retail store. The occupation is categorized into four categories, they are as follows Employees, Student, Self-employed, Professionals, Others. The following tables explains that the classification of customer based on occupation and place of residence

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)

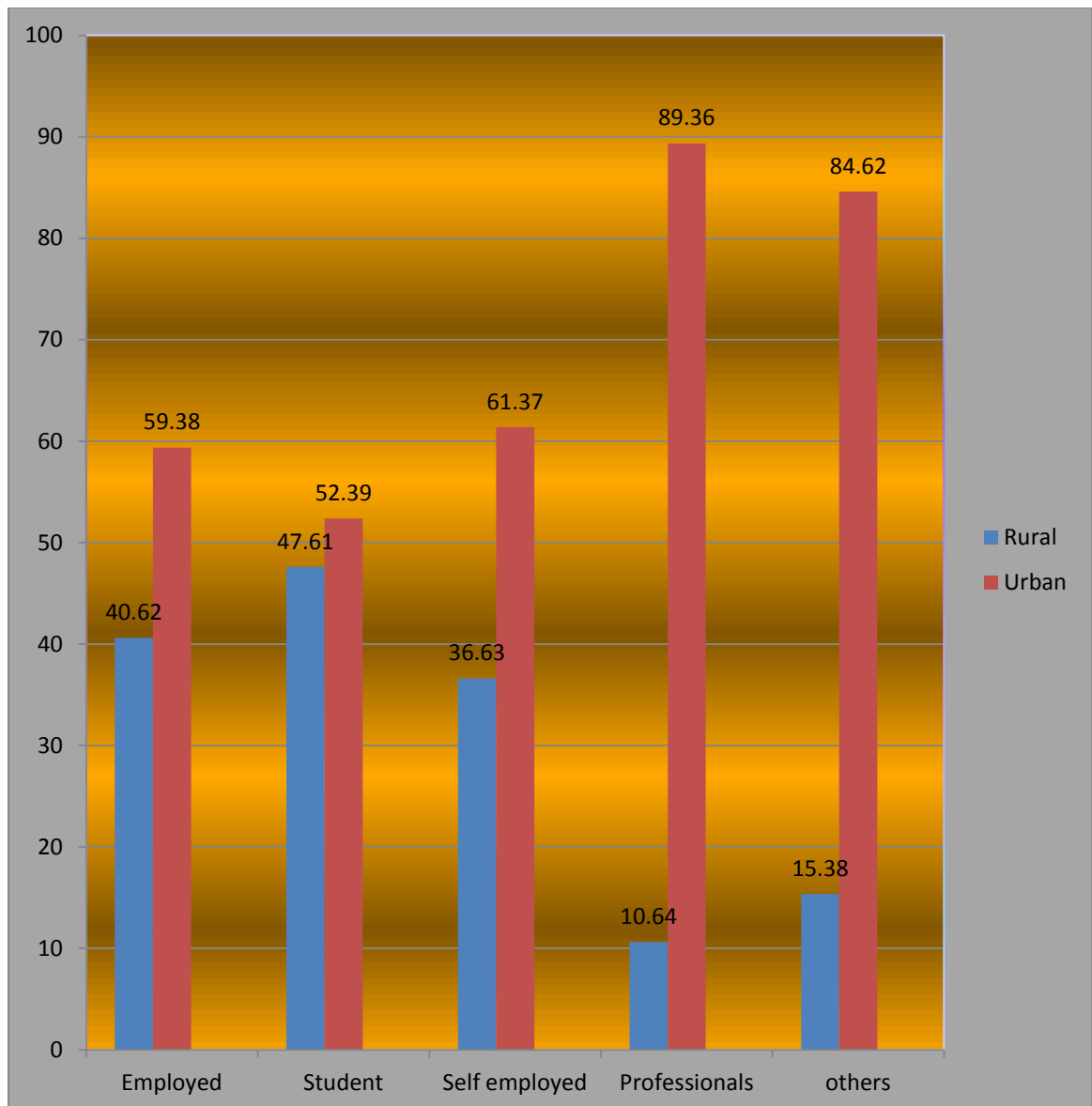
Source: Primary Data

In the above table no 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 . The next majority of 10.64 percentage of the respondents who are from rural areas. The next majority of 44 respondents who are under the category of private employees. Among these 61.37 percentage of the respondent who are from urban areas. The next majority of 36.63percentage of the respondents who are from rural areas. The next majority of 32

respondents who are under the category of government employees . Among these 59.38 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 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.

EXHIBIT 4

CLASSIFICATION OF OCCUPATION AND PLACE OF RESIDENCE



Classification of customer based on Income wise and Place of residence:

The income is the one of the main factor is to determine the following table shows the income and spending behavior of consumer in retail store. The income grouped into four classes; they are as follows Below Rs.10,000, Rs.10,001 - 25000, Rs. 25001- 50,000 and Above 50,000.The following table explains that the classification of customer based on income and place of residence.

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)

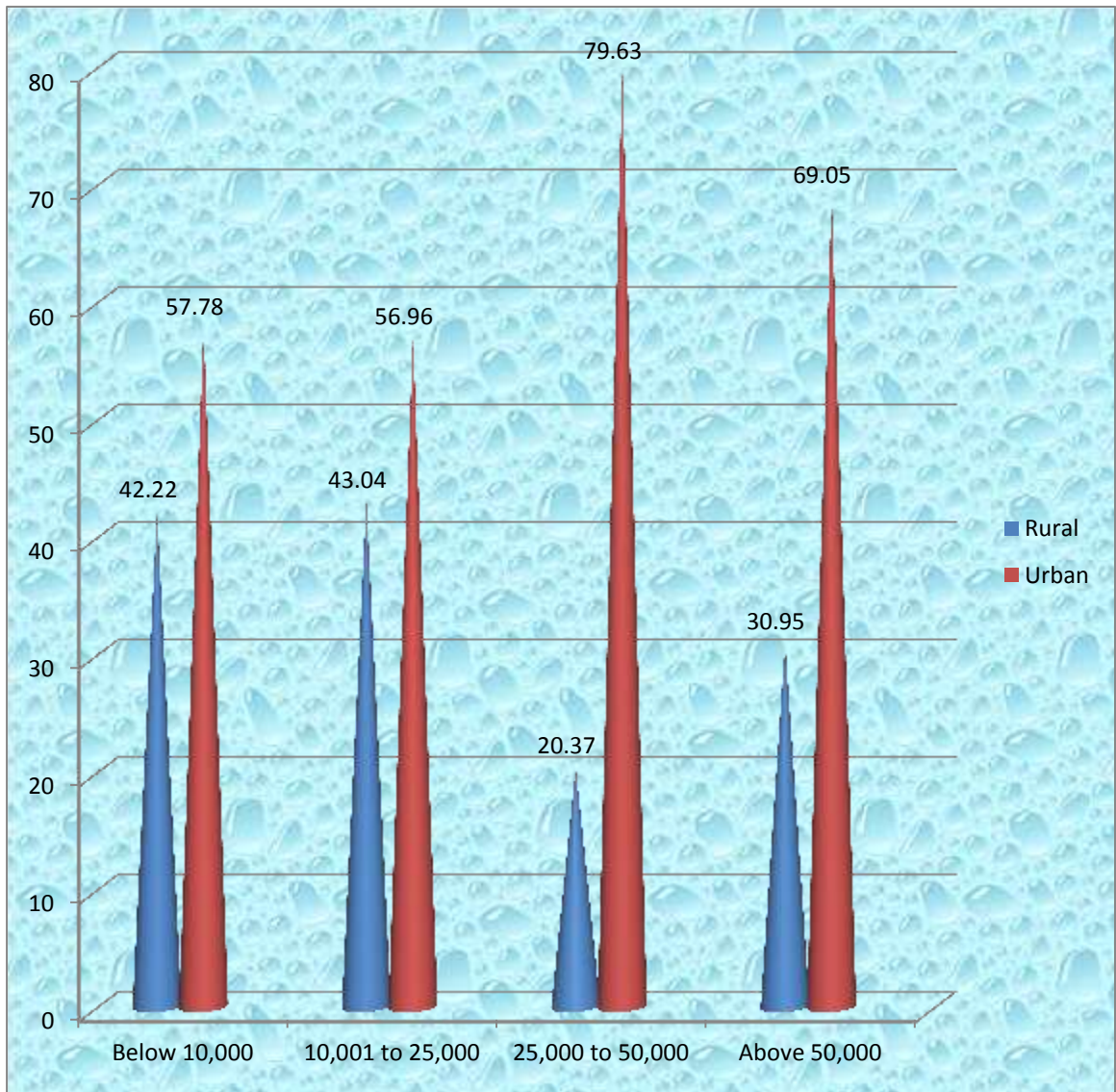
Source: Primary Data

The above table no: 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 of 42.22 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.

The next majority of 30.95 percentage of the respondents who are coming from rural areas.

EXHIBIT 5

CLASSIFICATION OF INCOME LEVEL AND PLACE OF RESIDENCE



Classification of customer based on Martial status wise and Place of Residence:

The marital status of the respondents is the main factor is to determine the respondents. The following table shows the marital status and Place of residence. The marital status is divided into married and unmarried .The following table explains that the classification of customer based on marital status and place of residence.

TABLE 7

CLASSIFICATION OF MARTIAL STATUS AND PALCE OF RESIDENCE

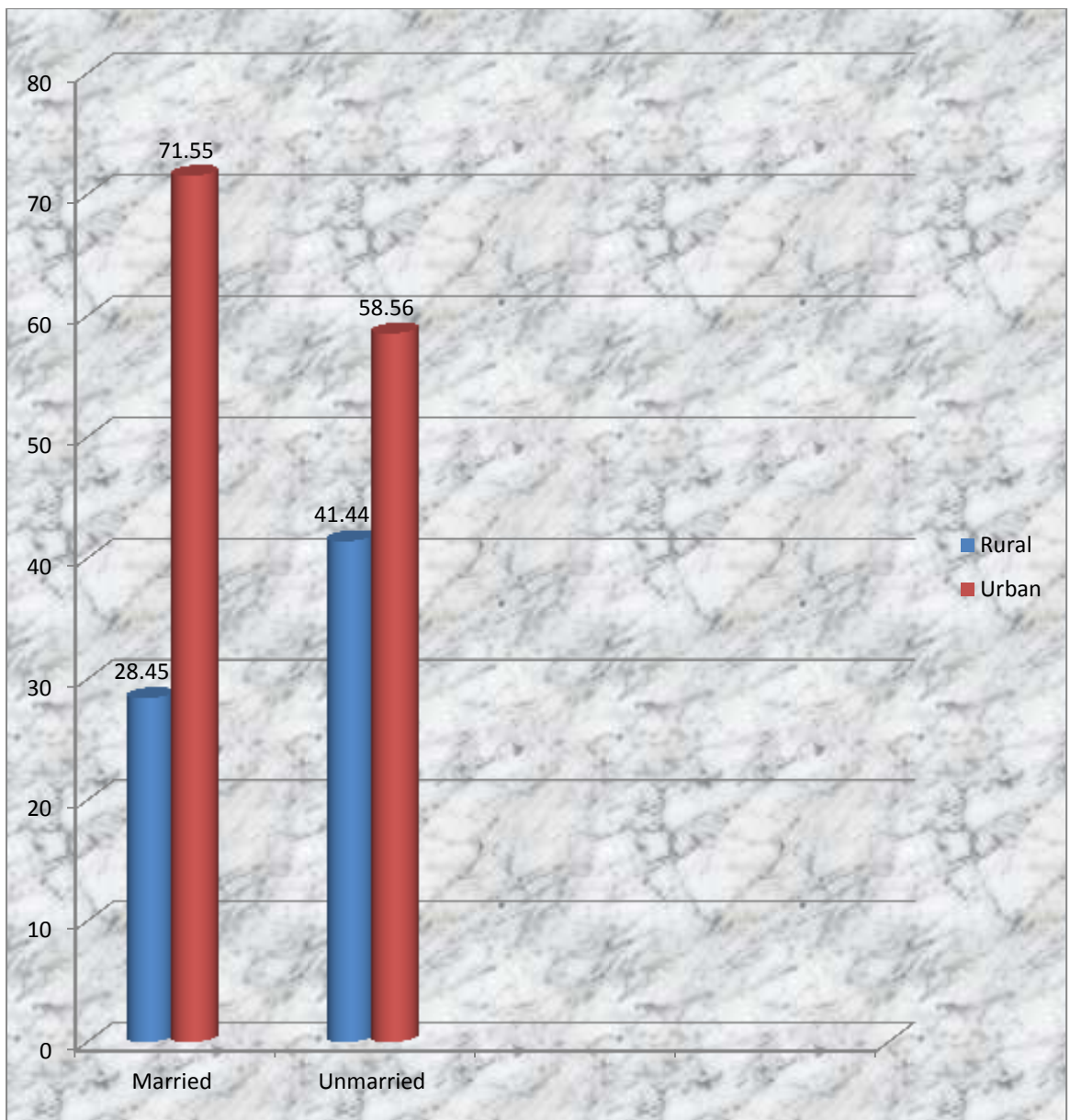
Marital status	No. of respondent				Total
	Rural	Percentage	Urban	Percentage	
Married	31	(28.45)	78	(71.55)	109 (100)
Unmarried	46	(41.44)	65	(58.56)	111 (100)
Total	77	(35.00)	143	(65.00)	220 (100)

Source: primary Data

The above table no: 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.

EXHIBIT 6

CLASSIFICATION OF MARITAL STATUS AND PLACE OF RESIDENCE



Classification of customer based on Family size and Place of Residence:

The family size wise classification main factor to respondents. The following table shows that the family size and buying behavior of consumers in retail store. The family size is divided into four classes; they are as follows Joint, Nuclear .The following table explains that the classification of customer based on family size and place of residence.

TABLE 8

CLASSIFICATION OF FAMILY SIZE AND PLACE OF RESIDENCE

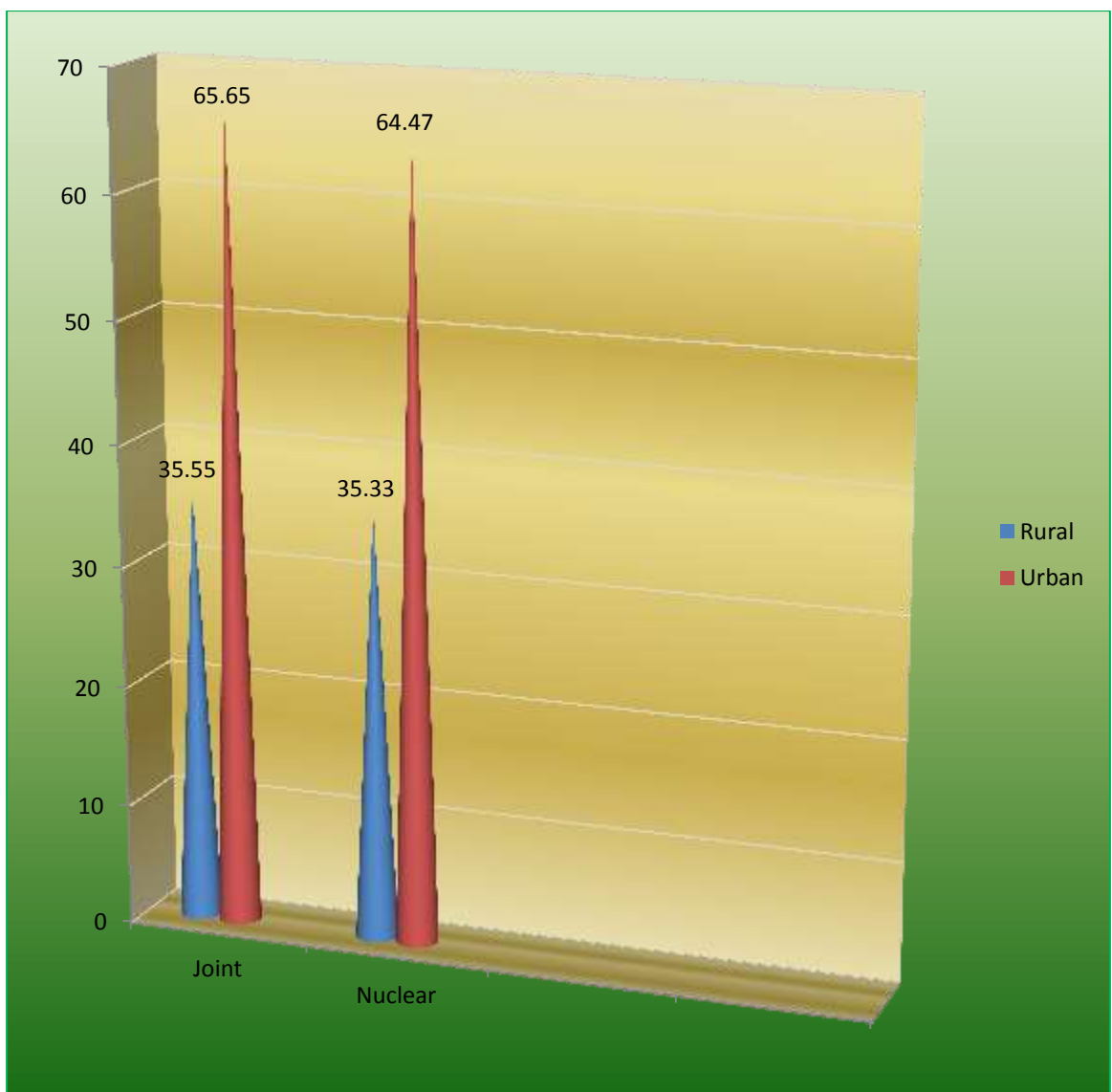
Nature of family	No .of . respondent				Total
	Rural	Percentage	Urban	Percentage	
Joint	34	(35.35)	65	(65.65)	99 (100)
Nuclear	43	(35.53)	78	(64.47)	121 (100)
Total	77	(35.00)	143	(65.00)	220 (100)

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.

TABLE 7

CLASSIFICATION OF FAMILY SIZE AND PLACE OF RESIDENCE



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	.000	Significant
Occupation	21.040	4	.000	Significant
Family Income	9.483	4	.050	Not Significant
Marital Status	4.445	2	.108	Not Significant
Nature of Family	.034	1	.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 No.9 shows that the hypothesis results is 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.

Respondents' Opinion towards attraction of product under Consumer Behavior

The consumer behavior is the study of individuals, groups and the processes they use to select, secure, use and dispose of products, services, experiences, ideas to satisfy needs and the impacts of these processes have on consumer and society. The following tables explain that the opinion of customers under consumer 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 is 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 table 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 affected 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 likerts 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's 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 likerts 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's 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 likerts 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 were 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 opinion's towards attraction of product under creative style and trend coordination

The creative style and trend coordination mean ,the customer are 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

In the Table 14 reveals that the attraction of display in retail store, the likerts 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's 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
OPNION 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 no 15 explains that the attraction of display in retail store, the likerts 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 no 15 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's 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 no 15 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 likerts 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's 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 no 16 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 likerts 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's 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

Section I: 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 attract 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

Section J: 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

In the Table 19 depicts that the attraction of display in retail store, the likerts 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's 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

Section K: 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 motivate me to buy it	880	80	4.02	IV
If I see a special offer on store it motivate 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 likerts 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

by 4.11 on average scale of five points techniques , 82.27 percentage of the respondent were highly attracted by tend to enter the store when attracted buy eye-catching window display which has scored III place in clothing display, followed by 4.02 on average scale of five points techniques, 80 percentage of the respondents were highly attracted by seasonal clothing offer on store it motivate me to buy it which has scored IV place in clothing display, followed by 3.92 on average scale of five points techniques, 78.36 percentage of the respondents were highly attracted by identify the quality of materials which has scored V place in clothing display.

Respondents opinion's towards attraction of product under Electronics products

The electronics products attract more customers which is on display like phones, laptops, Android phones , household property in retail store .The following table explains that the consumer opinion towards electronics product.

**TABLE 21
OPINION TOWARDS ATTRACTION OF PRODUCT UNDER
ELECTRONICS PRODUCTS**

Section L: Electronics products:	Total Score	Percentage	Mean Score	Rank
When I see a good deal, I tend to buy more than, I intended to buy	944	85.81	4.29	I
I can easily identify the comparative brand name	880	80	4.00	IV
I can easily compare the features of different products	899	81.72	4.09	III
I can easily compare the price of different brands	932	84.72	4.24	II

Source: Primary Data

In the above Table 21 reveals that the attraction of display in retail store, the likerts five point table ranking method is applied. It inferred that most number of 220 respondenst of consumer given their opinion about visual merchandising system in retail store by electronics product. The table reveals that 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 in

electronics products, followed by 4.24 on average scale of points techniques, 84.72 percentage of the respondents were highly attracted by I can easily compare the price of different brands which has scored II place in electronics products, followed by 4.09 on average scale of points techniques., 81.72 percentage of the respondents were highly attracted by can easily compare the features of different products which has scored III place in electronics products, followed by 4.00 on average scale of points techniques., 80 percentage of the respondents were highly attracted by can easily identify the comparative brand name which has scored IV place in electronics products.

Respondents opinion's towards attraction of cosmetics items

The cosmetics item is attracted by more number of customers because of effective advertisement, brands of products, different offers and discount for product. The following table explains that the customers opinion towards attraction of buying cosmetics product in retail store.

**TABLE 22
OPINION TOWARDS ATTRACTION OF COSMETICS ITEMS**

Section M: Cosmetics Items:	Total Score	Percentage	Mean Score	Rank
I can easily identify the product by an advertisement	955	86.81	4.34	I
I can compare the brands of products which is on display	880	80.00	4.00	II
If I see offers and discounts I tend to buy it	881	80.00	4.00	III

Source: Primary Data

In the Table 22 depicts that the attraction of display in retail store, the likerts five points table ranking method applied. It inferred that the most of 220 consumer given their opinion about visual merchandising system in retail store by cosmetics items. The table depicts that 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, followed by 4.00 on average scale five points techniques, 80.00 percentage of the respondents were highly attracted by both can compare the brands of products which is on display and If see offers and discounts I tend to buy it the product its which has scored II and III place in cosmetics items.

RELIABILITY FACTOR CRONBACH ANALYSIS

TABLE 23
CUSTOMER ATTRACTION TOWARDS PRODUCT

FACTORS	NO.OF.ITEMS	CRONBACH ALPHA	SIGNIFICANT
Consumer behavior Window display Merchandise display Store layout and Organisation	13	0.814	.000
Create style and trend coordination Signage and Graphics Store environment Impulse buying	11	0.829	.000
General Product Accessories Product Clothing Display Electronics products Cosmetics Items	19	0.824	.000

Source: Primary Data

The above table No.23 shows the reliability of the data, which was tested by using Cronbach's alpha. The acceptable value for Cronbach alpha is 0.6. As for all the variables, the value of Cronbach alpha above is acceptable value, this shows that data collected from the survey is reliable. The factor that shows that the reliability of the data , which was tested by cronbach alpha is correct have value of 0.814. The next factor shows that the reliability of the data , which was tested by cronbach,s alpha which have the value of 0.829. The reliability factor value is 0.824 which is accepted value, this shows that the data collected from the survey is reliable.

Classification of customer based on general product on Income Wise:

The product wise of the respondents is to determine the respondents of the following table below shows that the product item on income wise classification of consumers in retail store. The general product item is divided into four classes, they are Powder and Soap, Shampoo, Oil, Toothpaste, Tea, Coffee, Snacks, Household products. The following table explain that the buying behavior of consumer in retail store.

TABLE 24

CLASSIFICATIONS OF GENERAL PRODUCT AND INCOME LEVEL

Source: Primary Data

General Income	Powder & soap product	Shampoo, Oil and Toothpaste	Tea, coffee, and Snacks	Household property	Total
Below 10,000	7 (15.55)	15 (33.35)	15 (33.33)	8 (17.77)	45 (100)
10,001 to 25,000	16 (20.52)	27 (34.62)	12 (15.38)	23 (29.48)	78 (100)
25,001 to 50,000	11 (20.00)	12 (21.82)	13 (23.63)	19 (34.54)	55 (100)
Above 50,000	6 (14.28)	15 (35.17)	13 (30.95)	8 (20.04)	42 (100)
Total	40 (18.18)	69 (31.36)	53 (24.09)	58 (26.36)	220 (100)

Table no 24 represents that out of 220 respondents that 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 next majority of 29.48 percentage who are attract by household property. The next majority 55 of respondents whose income level is from Rs.25,001 to Rs.50,000 .Among these 34.54 percentage of the who are attracted by household property. The next majority of 23.63 percentage of the respondents who are attracted by Tea, coffee, Snacks . The next majority of 45 respondents whose income level is below 10,000. Among these 33.35 percentage of the respondent who are more attracted by Shampoo, Oil, Toothpaste. The next majority of 33.33 percentage of the respondents of consumer who are attracted by Tea, Coffee, snacks. The next majority of 42 respondents whose income is above 50,000. Among these 35.17 percentage of the respondents who are more attracted by Shampoo, oil, toothpaste.. The next majority of 30.95 percentage of the respondents who are attracted by Tea, Coffee, Snacks.

Classification of customer based on Accessory product under Income wise:

The product wise of the respondents of the table no 2 below shows that the accessory product and income wise classification of consumer in retail store. the accessory product item are divided into four classes, they are Handbag and Luggage bag, Footwear, Watches and Gifts , Jewels. The following table no explains that the buying behavior of product attraction among the consumer in retail store.

TABLE 25

CLASSIFICATION OF ACCESSORY PRODUCT AND INCOME LEVEL

Accessory product Income	Handbag and Luggage bag	Footwear	Watch and Gift	Jewels	Total
Below 10,000	5 (11.11)	14 (31.12)	20 (44.44)	6 (13.33)	45 (100)
10,000 to 25,000	9 (11.53)	18 (23.07)	29 (37.17)	22 (28.23)	78 (100)
25,001 to 50,000	6 (10.90)	15 (27.27)	24 (43.65)	10 (18.18)	55 (100)
Above 50,000	7 (16.66)	11 (26.19)	18 (42.87)	6 (14.28)	42 (100)
Total	27 (12.27)	58 (26.37)	91 (41.36)	44 (20.00)	220 (100)

Source: Primary Data

In above table no 25 explains that out of 220 respondents 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 next majority 28.23 percentage of the respondent who are attracted by Jewels. The next majority of 55 respondents whose income is below Rs.25,001 to Rss.50,000. Among these the majority of 43.65 percentage of the respondents who are more attracted by watch and gift on display of product. The next majority 27.27 percentage of the respondents who are attracted by Footwear. The next majority 45 respondents whose income level is below Rs.10,000 . Among these the majority of 44.44 percentage of the respondents who are more attracted by watches and gifts on display. The next majority of 31.12 percentage of the respondents who are attracted by Footwear. The next majority of 42 respondents whose income level is above whose income level is above Rs.50,000. Among these the majority of 42.87 percentage of

the respondent who are attracted by watches and gifts which is on display. The next majority of 26.19 percentage of the respondent who are attracted Footwear.

Classification of Customer based on Clothing Display on Income Wise:

The product wise of the respondents of the below table no 3 explains that the display item and income wise classification of consumers in retail store. The clothing display are divided into four categorised into category, they are Sal war, Sarees, Shirts, Kurthi. The following table no reveals that the buying behavior of customer through display of the product.

TABLE 26
CLASSIFICATION OF CLOTHING DISPLAY AND INCOME LEVEL

Clothing display / Income	Sal war	Sarees	Shirts	Kurthi	Total
Below 10,000	3 (6.66)	7 (15.56)	22 (48.87)	13 (28.87)	45 (100)
10,001 to 25,000	11 (14.10)	22 (28.20)	32 (41.02)	13 (16.68)	78 (100)
25,001 to 50,000	3 (5.45)	20 (36.37)	32 (58.18)	0 (0)	55 (100)
Above 50,000	6 (14.28)	12 (28.57)	19 (45.25)	5 (11.90)	42 (100)
Total	23 (10.45)	61 (27.72)	105 (47.74)	31 (14.09)	220 (100)

Source: Primary Data

In above table no 26 out of 220 respondents that 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 next majority of 28.20 percentage of the respondents who attract by Kurthi. The next majority of 55 respondents whose income level is from Rs. 25,001 to 50,000. Among these 58.18 percentage of the respondents who are more attracted by shirts on display. The next majority 36.37 percentage of the respondents who are attracted by Sarees. The next majority of 45 respondents whose income level is below Rs. 10,000. Among these 48.87 percentage of the respondent who are more attracted by shirts on display. The next majority of 28.87 percentage of the respondents who are attracted by Kurthi. The next majority of 42 respondents whose income is from

above Rs.50,000. Among these 45.25 percentage of the respondents who are more attracted by shirts which is on display in retail store. The next majority of 28.57 percentage of the respondents who are attracted by Sarees.

Classification of customer based on electronic item on income wise:

The electronic item of the respondents is to explain on below table that the electronic item and income wise classification of consumer in retail store. The electronic product item divided into four classes, they are Mobile phones, Laptop, Android phones, Household items. The following tables explains that the buying behavior of customer through display of the product.

TABLE 27

CLASSIFICATION OF ELECTRONICS PRODUCT AND INCOME WISE

Electronic item / Income	Mobile phones	Laptop	Android phones	Household items	Total
Below 10,000	6 (13.33)	11 (24.44)	19 (42.23)	9 (20.00)	45 (100)
10,001 to 25,000	11 (14.10)	15 (19.24)	39 (50.00)	13 (16.66)	78 (100)
25,001 to 50,000	14 (25.45)	8 (14.56)	16 (29.09)	17 (30.90)	55 (100)
Above 50,000	10 (23.80)	3 (7.14)	12 (28.57)	17 (41.47)	42 (100)
Total	41 (18.65)	37 (16.81)	86 (39.09)	56 (25.45)	220 (100)

Source: Primary Data

In the above table no 27 explains that out 220 respondents 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 next majority 19.24 percentage of the respondents who are attracted by Laptop. The next majority of 55 respondents whose income level is from Rs.25,001 to Rs.50,000. Among these 30.90 percentage of the respondent who are more attracted by household items which is on display. The next majority 29.09 percentage of the respondents who are attracted by Android phones. The next majority of 45 respondents whose income level is below Rs 10,000. Among these 42.23 percentage of the respondents who are more attracted by Android phones on display. The next majority 24.44 percentage of the respondents who are attracted by Laptop. The next majority of 42 whose income level is from above 50,000. Among

these 41.47 percentage of the respondents who are more attracted by household property which is n display. The next majority of 28.57 percentage of the respondent who are attracted by Android phones.

Classification of customer based on cosmetics item based on Income wise:

The product wise of the respondents is to determine in below table no explains that the display of cosmetics items and income wise classification of consumer in retail store. The cosmetics items are categorized into four category, they are Face creams, Perfumes, Talcum powder, Lipsticks. The following table no explains that the buying behavior of consumer in retail store.

TABLE 28
CLASSIFICATION OF COSMETICS ITEM AND INCOME LEVEL

Cosmetics item / Income	Face cream	Perfumes	Talcum powder	Lipsticks	Total
Below 10,000	5 (11.11)	16 (36.55)	10 (24.22)	13 (28.88)	45 (100)
10,001 to 25,000	14 (17.94)	44 (57.41)	11 (14.10)	9 (11.54)	78 (100)
25,001 to 50,000	8 (14.54)	44 (84.00)	1 (1.81)	0 (0)	55 (100)
Above 50,000	4 (9.52)	27 (64.28)	5 (11.92)	6 (14.28)	42 (100)
Total	31 (14.09)	131 (60.54)	27 (12.27)	28 (12.72)	220 (100)

Source: Primary Data

In the above table no: 29 depicts that out of 220 respondents 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 next 17.94 percentage of the respondents who are attracted by Face cream. The next majority of 55 respondents consumer whose income level is from Rs.25,001 to Rs.50,000. Among these 84.00 percentage of the respondents who are more attracted by perfumes of consumer in retail stores. The next majority of 14.54 percentage of the respondents who attracted by Face cream. The next majority of 45 percentage of the respondents whose income level is below Rs.10,000. Among these 36.55 percentage of the respondents who are more attracted by display of perfumes in retail store. The next majority of 28.88 percentage of the respondents who are attracted by

Lipsticks. The next majority of 42 respondents whose income is from above 50,000. Among these level of income 64.28 percentage of the respondents who are more attracted by perfumes. The next majority of 14.28 percentage of the respondents who are attracted by Talcum powder.

OPINION OF RESPONDENTS TOWARDS VISITING VISUALIZED

The visual merchandise is the presentation of a store and its merchandise in such a manner that will attract the attention of potential customers. Visual merchandise is the presentation of a store and its merchandise in such a manner that will attract the attention of potential customers. The following table explains that the customer opinion towards visiting visualized in retail store.

TABLE 29
OPINION TOWARDS VISITING VISUALIZED IN RETAIL STORE

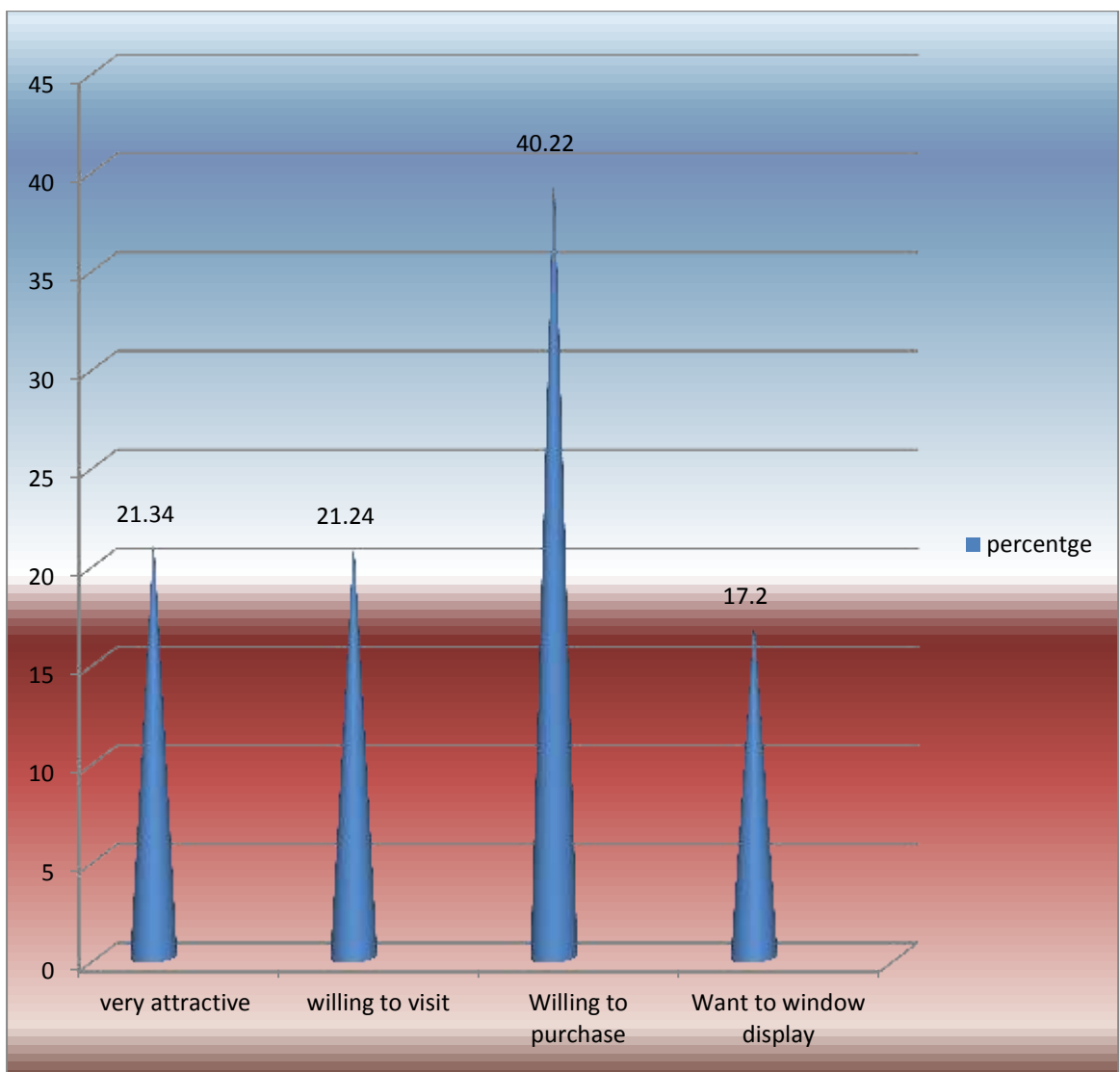
Visiting visualized retail store	Frequency	Percentage	Pearson P-Value	Significant/ Non-significant
Very attractive	47	21.34	.000	Significant
Willing to visit	45	21.24		
Willing to purchase	89	40.22		
Want to window display	39	17.20		
Total	220	100		

Source: Primary Data

In this table no:29 explains that consumer feel while visiting visualized in merchandising among 220 respondents the majority of 40.22 percentage of the customers opinion towards visual merchandising is willing to purchase. The next majority 21.34 percentage of the customers opinion towards visual merchandising is very attractive. The next majority of 21.24 percentage of the respondents of consumers feel opinion towards visual merchandising is willing to visit again the retail store. the next majority of 17.20 percentage of the consumer towards visual merchandising is want to do window shopping in retail store. In this visual merchandising table no explains that the respondents opinion of visiting visualized in visual merchandising is significant. So the hypothesis is accepted.

EXHIBIT 8

OPINION TOWARDS VISITING VISUALIZED



OPINION OF RESPONDENTS TOWARDS PRICE OF PRODUCTS

The pricing is the process of determining a company will receive in exchange for its product or service. The following table explains that the consumers respondents towards price of products.

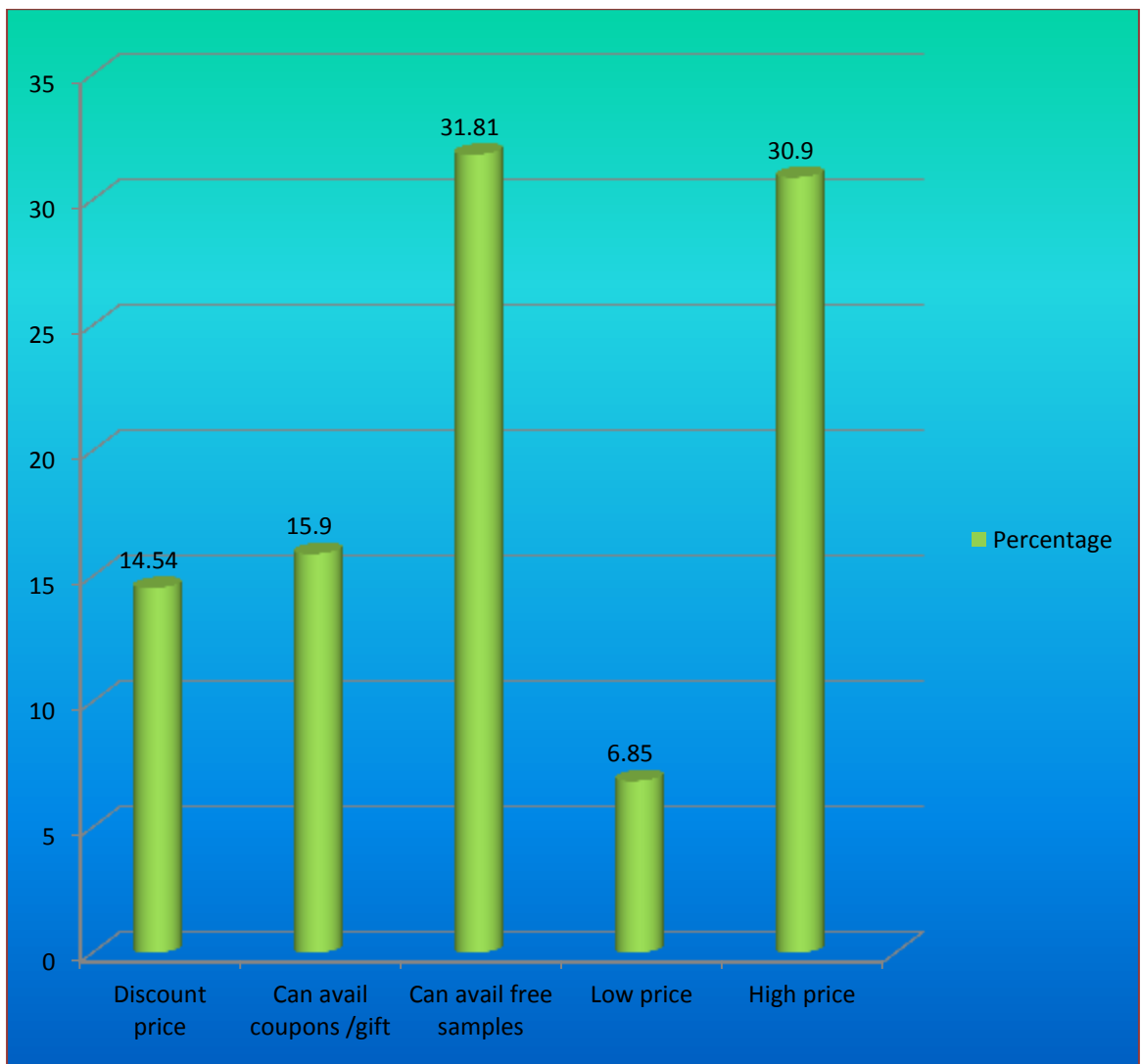
TABLE 30
OPINION TOWARDS PRICE OF PRODUCTS

Price of the product	Frequency	Percentage	Pearson P-value	Significant Non-Significant
Discount price	32	14.54	.000	Significant
Can avail coupons/gifts	35	15.90		
Can avail free samples	70	31.81		
Low price	15	6.85		
High price	68	30.90		
Total	220	100		

Source: Primary Data

In above table no 30 reveal that out of 220 respondents the majority of 31.81 percentage of the customers opinion of visual merchandising system is comfort by avail of free samples given in retail store. The next majority of 30.90 percentage of the respondents opinion towards price of products in visual merchandising system is comfort by high price because quality of products depends upon the price of products. The next 15.90 percentage of the respondents opinion towards of price in visual merchandising system is comfort by avail of coupons and gifts. The next majority of 14.54 percentage of the respondents opinion towards price of product in visual merchandising system is comfort to buy the product by discount price which is mentioned on display. The next majority of 6.85 percentage of the customers opinion towards visual merchandising system is to convenient to buy the product by low price offers in retail store. In this visual merchandising table no explains that the respondents opinion of price of products is significant . So the hypothesis is accepted.

EXHIBIT 9
OPINION TOWARDS PRICE OF PRODUCTS



OPINION RESPONDENTS TOWARDS FACTOR INFLUENCE IN REATIL STORE

The visual merchandising is to influence the factor in retail store for store decoration and exterior setting, window display setting, and create good brand name, promotional offers like discount .

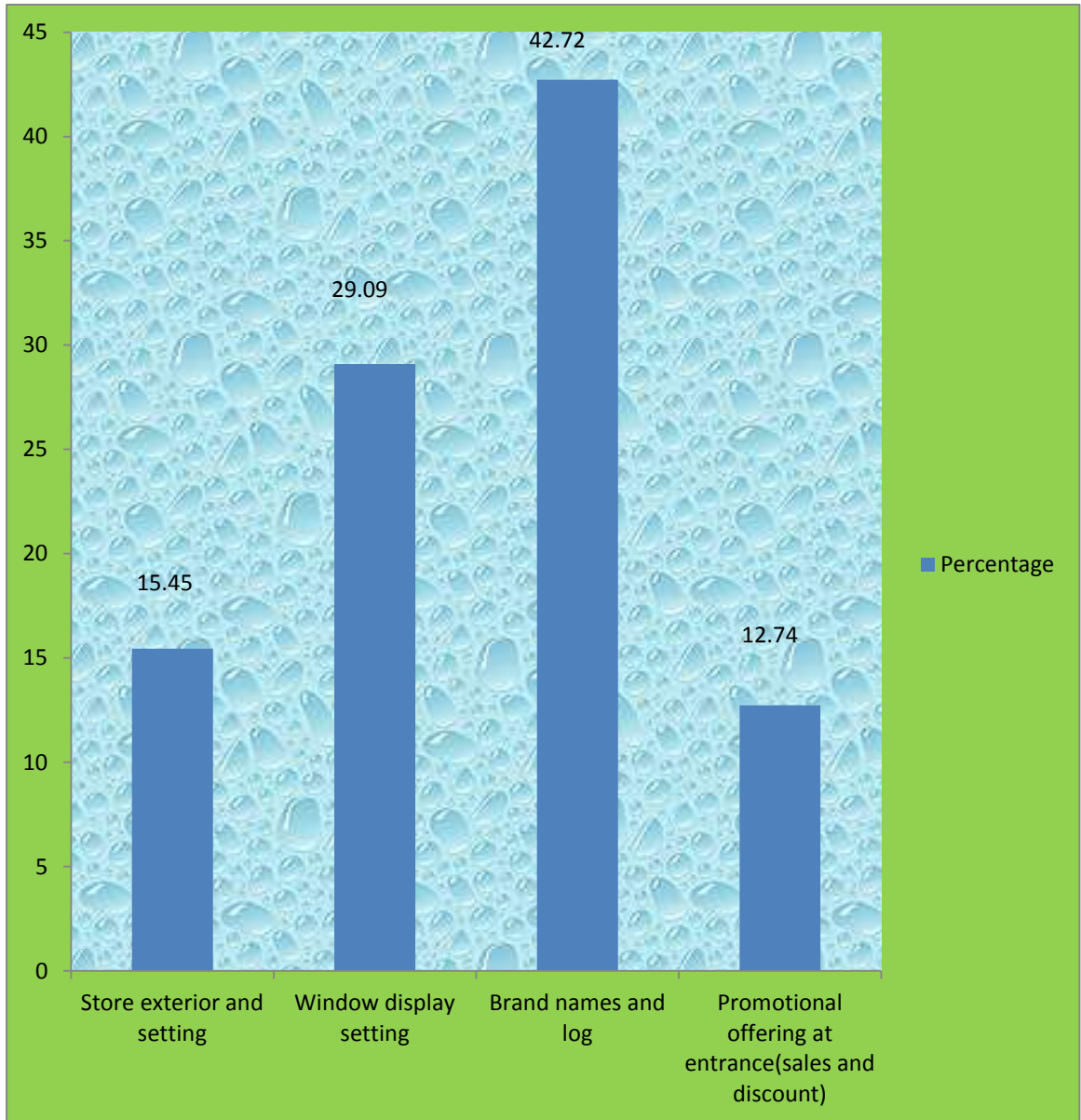
TABLE 31
OPINION TOWARDS FACTOR INFLUENCE IN REATIL STORE

Influence factor	Frequency	Percentage	Pearson p-value	Significant Non-Significant
Store exterior and setting	34	15.45	.000	Significant
Window display setting	64	29.09		
Brand name and Log	94	42.72		
Promotional Offering at entrance(offers/discounts)	28	12.74		
Total	220	100		

Source: Primary Data

In above table no 31 shows that out of 220 respondents the majority of 42.72 percentage of the respondents opinion towards influence on brand name and log in retail store. The next majority of 29.09 percentage of the respondents opinion towards influence on window display setting is more attracted by customers. The next majority of 15.45 percentage of the respondents opinion towards visual merchandising to influence on store exterior and setting. The next majority of 12.74 percentage of the respondents opinion towards visual merchandising system is to influence on promotional offering at entrance (offers/discount) which is mentioned in retail store. In this visual merchandising table no explains that the respondents opinion of visual merchandising is significant. So the hypothesis is accepted.

EXHIBIT 10
OPINION TOWRDS FACTOR INFLUENCE IN RETAIL STORE



OPINION RESPONDENTS TOWARDS PURPOSE OF VISUAL MERCHANDISING

The purpose of visual merchandising is to attract more number of customers in retail store. The main purpose is to know the variety of products, identify of new products , establish new brand in retail store. The following table explains that the consumers opinion towards purpose of visual merchandising.

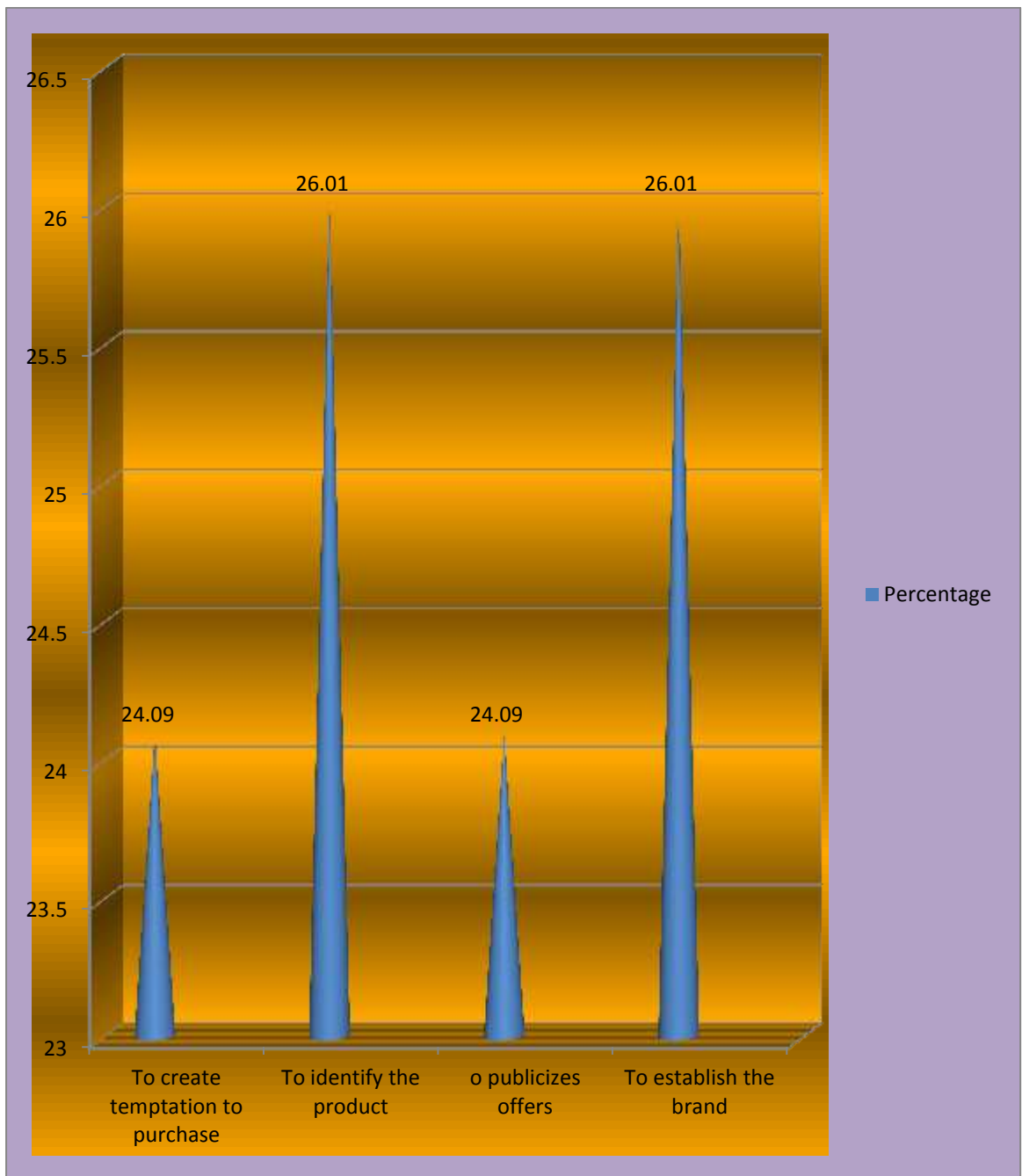
TABLE 32
OPINION TOWARDS PURPOSE OF VISUAL MERCHANDISING

Purpose of visual merchandising	Frequency	Percentage	P-Value	Significant Non-Significant
To create temptation to purchase	53	24.09	.001	Significant
To identify the product	57	26.01		
To publicizes the offers	53	24.09		
To establish the brand	57	26.01		
Total	220	100		

Source: Primary Data

In the above table no 32 that out of 220 respondents that the majority of 26.01 percentage of the respondents opinion towards to buy the product for the purpose of identify the product and establish the brand which attract more customers. The next majority of 24.09 percentage of the respondents opinion towards to buy the product for the purpose of create temptation to purchase and publicizes the offers which attract more customers on display. In this visual merchandising table explains that the respondents of visual merchandising is significant. So the hypothesis is accepted.

EXHIBIT 11
OPINION TOWARDS PURPOSE OF VISAUL MERCHANDISING



OPINION RESPONDENTS TOWARDS PURCHASE OF PRODUCT

In visual merchandising the customer willing to purchase product for convenient service which is made availability of new products, range of products, easy accessibility of product and customer loyalty. The following table explains that the customer towards purchase of product.

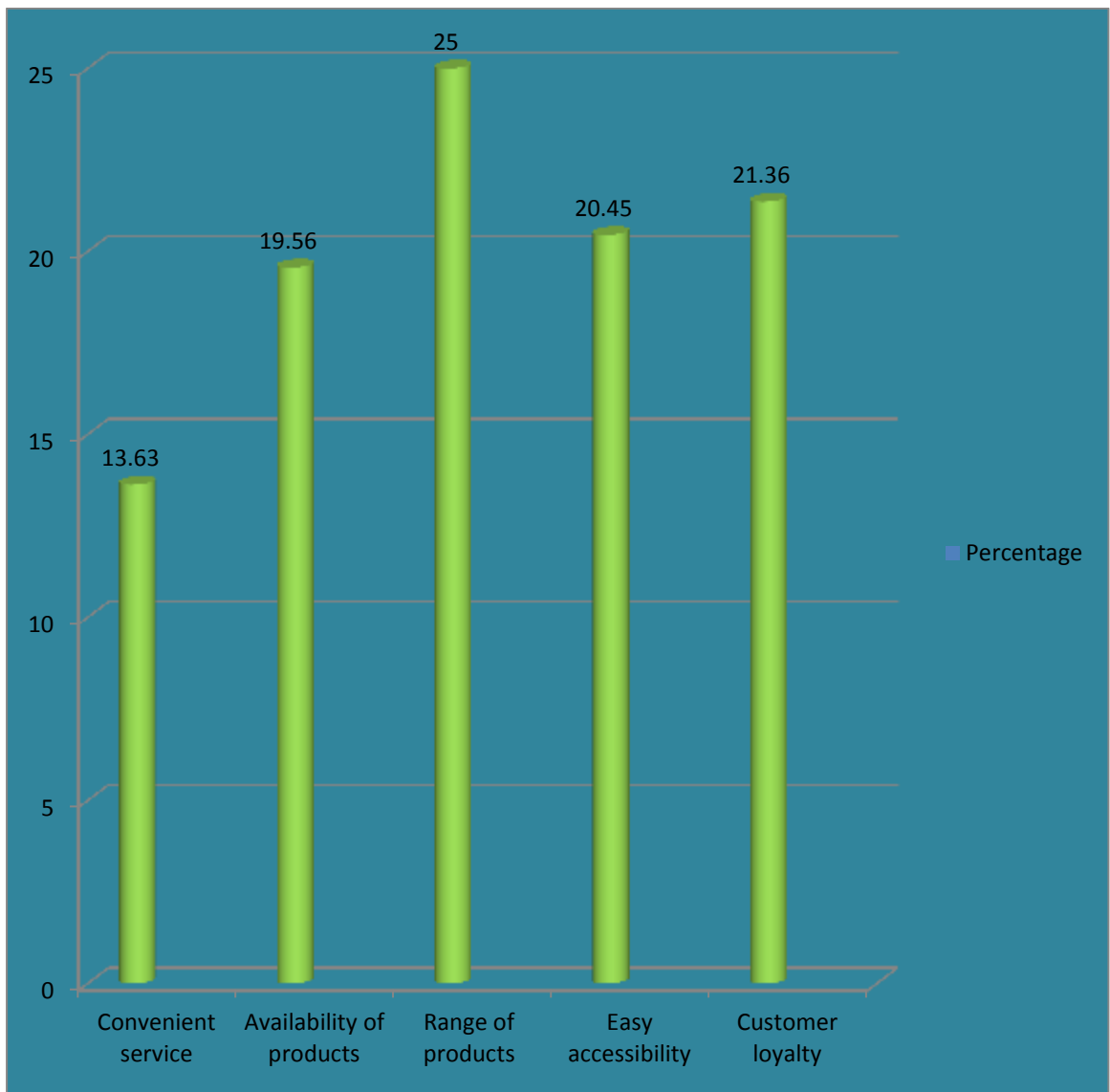
TABLE 33
OPINION TOWARDS PURCHASE OF PRODUCT

Purchase of product	Frequency	Percentage	Pearson P-value	Significant
Convenient service	30	13.63	.114	Non-Significant
Availability of products	43	19.56		
Range of products	55	25.00		
Easy Accessibility	45	20.45		
Customer loyalty	47	21.36		
Total	220	100		

Source: Primary Data

In the table no. 33 depicts that out of 220 respondents that the majority of 25.00 percentage of the consumer purchase the product for range of products. The next majority of 21.36 percentage of the respondents purchase the product for customer loyalty. The next majority of 20.45 percentage of the consumers were purchase the product for easy accessibility to buy the product. The next majority of 19.56 percentage of the respondents purchase the product to know the new arrival of product by availability of products. The next majority 13.63 percentage of the respondents were purchase the product for convenient service In this visual merchandising table no explains that the respondents opinion of purchase of product is non- significant. So the hypothesis value is rejected.

EXHIBIT 12
OPINION TOWRDS PURCHASE OF PRODUCT



RESPONDENTS OPINION TOWARDS INSIDE FEATURE IN RETAIL STORE

In visual merchandising inside feature is the most important factor in retail store . The inside feature attracted by most of consumers in retail store. The following table explains that the customers opinion towards inside feature in retail store.

TABLE 34
OPINION TOWARDS INSIDE FEATURE IN RETAIL STORE

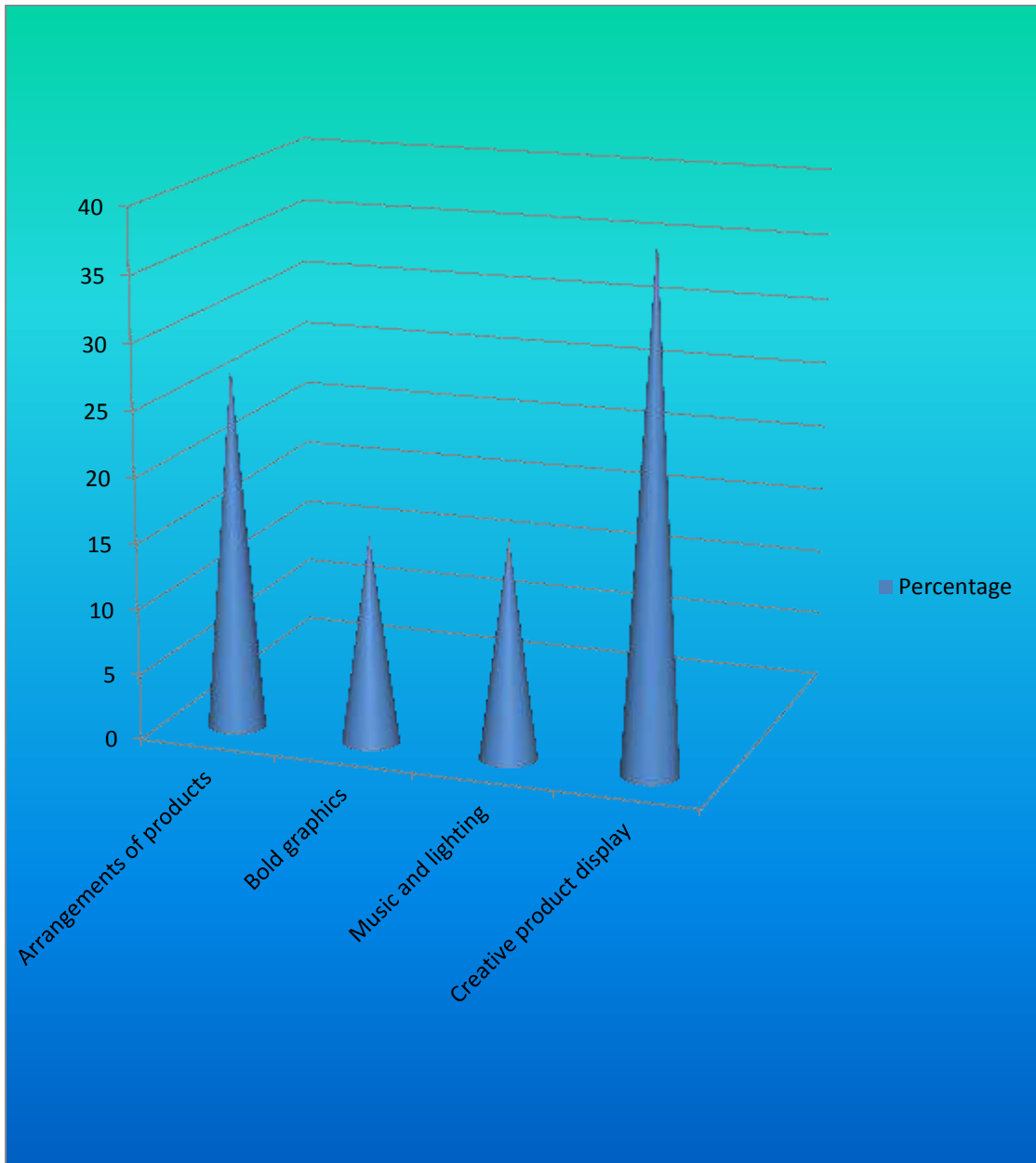
Inside feature of retail store	Frequency	Percentage	P-Value	Significant Non-Significant
Arrangements of products	61	27.72	.000	Significant
Bold graphics	35	15.92		
Music and lighting	37	16.82		
Creative product display	87	39.54		
Total	220	100		

Source: Primary Data

In the above table 34 reveals that out of 220 respondents that the majority 39.54 percentage of the respondents attracted more in inside store feature by creative product display. The majority of 27.72 percentage of the respondents were more attracted by inside feature by arrangements of products. The next majority of 16.82 percentage of the respondents were more attracted by inside feature of store by music and lighting. The next majority of 35 respondents among these 15.92 percentage of the respondents are attracted by inside decoration by bold graphics. Here the chi-square value is .000 it is significant and value is accepted.

EXHIBITS 13

OPINION TOWRDS INSIDE FEATURE IN REATIL STORE



Chi-Square analysis for level of Satisfaction

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

TABLE 35
PERSONAL FACTORS AND LEVEL OF SATISFACTION

Personal Factors	Chi-Square	Degree of freedom	Pearson P-value	Significant Non-Significant
Age	3.798	6	.704	Non-Significant
Gender	7.014	4	.135	Non-Significant
Education qualification	4.835	8	.775	Non-Significant
Occupation	9.405	8	.309	Non-Significant
Family income	6.318	8	.612	Non-Significant
Marital Status	5.097	4	.278	Non-Significant
Nature of Family	.838	2	.658	Non-Significant

Source: Primary Data

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

The above Table 35 explains that the personal factors of the respondents have no significant influence on the Buying Behaviour. It is found from the above table no 35 shows that the hypothesis results is accepted in age, marital status, nature of family is significant. It is concluded that gender, education qualification, occupation, family income is non-significant because hypothesis value is rejected in level of satisfaction.

CHAPTER - V

Summary of Findings

Introduction

In this chapter the researchers presents the summary of the findings of the study and make suggestions for the visual merchandising ho its influence on buying behavior of consumer in retail store. The main thrust was given attraction of consumer through visual merchandising.

Analytical findings of the study:

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 customers opinion towards visual merchandising is willing to purchase.
- ❖ The majority of 31.81 percentage of the customers opinion of visual merchandising system is comfort by avail of free samples given in retail store.
- ❖ The majority of 42.72 percentage of the respondents opinion towards influence on brand name and log in retail store.
- ❖ The majority of 26.01 percentage of the respondents 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.

Suggestion

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 give 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 ones religions and national sentiment, not violating the cultural norms and trying to be more and more eco-friendly.

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2. **Martin Pegler**,(2011)," Visual merchandising and display", 6th edition, Bloomsbury publishing India Private limited.
3. **Swati Bhalla & Anuraag**, (2010)," Visual merchandising ", 7th edition ,Tata McGraw - Hill Education.

WEBSITES

1. www.google.com
2. www.google.com/scholar
3. www.retailstorewindows.com

QUESTIONNAIRE FOR
A Study on Effect of Visual Merchandising influence on Buying Behaviour of
consumer in Retail Stores

1) Name:

2) Age:

A) Below 20 years B) 21-40 years

C) 41- 60 years D) Above 60 years

3) Gender :

A) Male B) Female

4) Education Qualification:

A) School level B) Diploma

C) Under Graduate D) Post Graduate

E) Professionals

5) Occupation :

A) Government Employees B) Student

C) Self-employed D) Professionals

E) Others

6) Family income (per month)

A) Below 10,000 B) 10001 to 25000

C) 25,001 to 50,00 D) Above 50,000

7) Marital status:

A) Married B) Unmarried

8) Nature of the family

A) Joint B) Nuclear

9) Place of residence

A) Rural B) Urban

10) Do you frequently visit Retail store

A) Yes B) No

11) How do you feel while visiting visualized retail store?

A) Very attractive B) Willing to visit

C) Willing to purchase D) Want to window display

12) What do you think about the price of products in visualized retail store?

A) Discount price B) Can avail coupons/gift

C) Can avail free samples D) Low price

E) High price

13) Which is the most influenced factor in a store?

A) Store exterior and setting B) Window display setting

C) Brand name and log D) Promotional offering at entrance (sales and discount)

14) According to you , what is the purpose of visual merchandising ?

A) To create temptation to purchase B) To Identify the product

C) To Publicize offers D) To establish the brand

15) Which factor influenced to purchase of products in visualized retail store?

A) Convenient service B) Availability of products

C) Range of Products D) Easy accessibility

E) Customer loyalty

16) What is most noticed feature inside the retail store displays ?

A) Arrangement of products B) Bold graphics

C) Music and Lighting D) Creative product display

17) Which one of the following product item attract the customer through display ?

A) Powder & Soap product B) Shampoo ,Oil and Toothpaste products

C) Tea ,Coffee, and Snacks D) Household products

18) Which one of the following accessory product attract more customer through display?

A) Handbag and Luggage bag B) Foot wear

C) Watches and gift D) Jewels

19) Which one of the following clothing display attract the customer through display?

A) Salwar B) Sarees

C) Shirts D) Kurthi

20) Which one of the following electronic product attract the customer ?

A) Mobile phones B) Laptop

C) Android mobile phone D) Household items

21) Which one of the following cosmetics items attract more customer through display?

A) Face cream B) Perfumes

C) Talcum powder D) Lipsticks

22) RANK ALL:

What are the aspects you would like to see in display in a retail shop ?

a)	Live music	
b)	Comfy seating area	
c)	Music corner (Headphones playing albums for sale in a shop)	
d)	Different Decoration in every changing room	
e)	Artificial grass path	
f)	Refreshments area	
g)	Kids play area	

23)Variables of various dimensions under study with their references (**Strongly agree, Agree, neutral, Disagree ,Strongly disagree**)

VARIABLES OF DIMENSION	SA	A	N	DA	SDA
Section :A:consumer behavior					
a) Easy accessibility of the product through display					
b)Nearby purchase					
c)Easy understand of discount and offers on products through display marketing					
d)I want to purchase unexpected product through display marketing					
Section : B: window display					
a)I feel good during the purchase of product through display marketing					
b)I tend to buy the product by an eye-catching window display					
Section :C:Merchandise display					
a)I feel merchandise arrangement of product is attractive					
b)I feel happy to identify the price list before purchase of the product					
c)I feel very happy to see the variety of products of available					
d)I feel compelled to enter the store by clear display of product in shelf					
Section :D:store layout and organization:					
a)Easy to look at the product ,which is on display					
b)Walking space in the store is enough if it is not crowded					
c)I tend to rely on store display					
Section :E:creative style and trend coordination:					
a)Arrangements in the store inspire the customers to make purchase					
b)I tend to enter the store when I get attracted by lighting display					
c)I feel comfort by new style arrangement of products.					
Section :F:signage and graphics					
a)I am more likely to make purchase by discount and offers which is mentioned.					
b)I feel good by graphics					
Section :G: Store environment					
a) Availability of near by store					
b)I tend to buy more products through display					

c)I feel convenient to shop by outside store environment					
Section :H: Impulse buying					
a)I go shopping to change my mood					
b)I feel excited when I make an impulse purchase					
c)I have difficulty controlling my urge to buy when I see a good offer					

Section :I: General product					
a)Identify the availability of product					
b)Price tag is helpful to identify the price of the product					
c)Easily identify the competitive brand names					
d)Easy availability of new products					
Section : J: Accessories product					
a) I get attracted by eye-catching window display					
d)I tend to buy new style and fashion trends					
c)When I see special promotional signs, I go to look at the product					
Section : K: Clothing display					
a)When I see clothing feature in a new style or design on display I tend to buy it.					
b)Identify the quality of materials					
c)Seasonal clothing can be easily identified					
d) If I see a special offer on store it motivate me to buy it.					
e) I tend to enter the store when I am attracted by eye -catching window display					
Section :L: Electronics products					
a)When I see a good deal ,I tend to buy more than , I intended to buy					
b)I can easily identify the comparative brand name					
c)I can easily compare the features of different products					
d) I can easily compare the price of different brands					
Section : M: cosmetics items					
I can easily identify the product by an advertisement					
I can compare the brands of products which is on display					
If I see offers and discounts I tend to buy it					

24) Do you consider visual merchandising to be creative expression or selling strategy?

A) Creative Expression

B) Selling Strategy

25) Out of the following which factor motivate you to purchase (Rank All)

a)	Offers /discount	
b)	Fixing of price tag	
c)	Parking facility	
d)	Variety of products	
e)	Arrangements of product in display	

26) What is the level of customers satisfaction in visual merchandising ?

A) Low

B) Moderate

C) High