



PROBING THE IMPACT OF VISUAL MERCHANDISING THROUGH THE CONSUMER ATTITUDE IN N.C.R. REGION

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ABSTRACT : The purpose of the study is to examine the impact of visual merchandising through the consumer attitude in Delhi N.C.R. In today's competitive environment visual merchandising plays an important role in consumer buying behavior. A survey method was used to know the consumer buying behavior. 300 respondents, between 16 – 60 years age groups participated in the study who visited in the shopping malls of Delhi N.C.R. Data was collected by sampling technique with close ended questions related to visual merchandising. Questionnaire with 17 questions regarding demographics and point scale method were used. Data was analyzed by MS-Excel software. After study it was found that visual merchandising provides information to customers for making purchase decision. It was found that there was a significant relationship between visual merchandising and consumer's buying behavior. Window display, mannequin styling, music, lighting, brand name and logo, creative applications found to be encouraging for consumer's impulse buying behavior. Sales and discount methods are used by retailers to attract the customers for shopping but there was no significant relationship found between sales, discount and customer's buying behavior.



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Key words: visual merchandising, brands, creative applications, window display, consumer's buying behavior.

1. INTRODUCTION

The purpose of this study is to find out the impact of visual merchandising on consumer's impulse buying behavior. In today's competitive retail environment, it is very difficult to achieve goals for retailers towards the similarities of products. Retailers applied different strategies to achieve their business goal and try to make the customers feel comfortable during shopping. This study also introduces to the research methodology and data analysis techniques used to find the role of retailers in visual merchandising, consumer's perception and shopping behavior according to demographics. There is some limitation of survey area, to know the consumer's perception; survey only in Delhi N.C.R. was conducted.

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1.1 VISUAL MERCHANDISING

In today's competitive retail environment visual merchandising plays an important role because it's a work of art and creativity. Retailers used a lot of creativity to attract customer attention through interior and exterior decoration of the store. Visual merchandising is a self service used to influence the customer for shopping. It's a very challenging work for retailers to fulfill the desire of customers and achieve their business goal towards the similarities of products. Retailers attract customer's attention to their store by exterior decoration towards thematic window display, brands creative applications, brand name and logo, signage and banners. Achieving customer's attention it's very important to make them in to the store for long time and feel them



comfortable for shopping by providing them pleasant environment. Smell, sound, color coordination, aisles, mannequin styling and product assortment in thematic manner makes the customers comfortable or encouraging.

1.2 RESEARCH OBJECTIVES

- To study the role of visual merchandising on consumers impulse buying behavior.
- To study the effect of the demographics on customers purchase decision.
- To study the effect of influencing features of store on consumer's impulse buying behavior.
- To study the impact of brands creative application effects on customers.
- To study the satisfaction level of customers towards visual merchandising.

1.3 Consumer Behavior

Consumer behavior can be defined by consumer perception, thought or psychology for anything through the activity of searching, purchasing, using, evaluating and disposing of any products and services that are provided by retailers to fulfill the desire of customers. Every customer has their own mentality. It's very difficult to understand the customer's shopping behavior but consumer behavior provides new ideas of creativity to retailers for business growth. Retailers discover new techniques of creative application to see the customer's reaction about store environment. Fashion forecasting also depends on consumer's behavior.

1.4 Factors affecting consumer behavior:

Consumer's shopping behavior is totally depends on age, gender, profession, ethnicity, economy, society, technology, psychology, culture or religion. These factors create challenges for retailers in the sense of creative applications to encourage all the customers.

2. LITERATURE REVIEW

Jiajing Wu (2014) has studied the effect of online visual merchandising cues on consumer's response by the students of Minnesota University. The purpose of this study was to know the effect of the online visual merchandising cues and their effect on consumer's emotions, perception and product acceptance or rejection behaviors. A survey method was used & 165 questionnaires were completed by the respondents while 25 were uncompleted. 87.9% respondents were female in the study and the respondent's age was over 18 and have the knowledge of internet surfing. Point scale method was used for data collection; Study was depending on stimulus, organism & response model. Online visual merchandising cue or presentation was independent variables and consumer responses were used as dependent variables. Primary data was analyzed by SPSS version 21, while multiple regression method was used for main data analyses. Seven online visual merchandising cues were identified. Those were product density, product image quality, interactivity of product presentation, model appeal, Window display, visual merchandising banners and images. They communicated product information and present store image towards customer mind. Website's advertisement and promotional offers motivate consumer's for impulsive shopping to make them excited.

Laurent Hubrechts & Behyan Kokturk (2012) has studied the effect of visual merchandising on young consumer's impulse buying behavior. Research was done on 110 young customers of 18-30 age groups who were found to be shopping in supermarkets of Willays Halmstad Oster and ICA MAXI Hogskolan in Hamsland. A point scale method was used for sampling technique. Research was analyzed by SPSS, Pearson correlation and



multiple regression process was used for data analyses. Research shows that store layout, product display, promotion signage, and product shelf presentation are used to attract customers for impulse buying behavior. Research shows that collected data provide sufficient information for consumer impulse buying behavior, in - store product display and product shelf position. It was found that there was no sufficient relationship between consumer's impulse buying behavior, store layout or promotional signage. And all these happened because of less creativity used to attract customers. Result also shows that these variables are significantly correlated with consumer's impulse buying behavior.

Bailey Comyn (2012) considered that the research study was done to examine the impact of visual merchandising on the students of the University of New Hampshire (UNH). For the determination of the behavior and thought of Hampshire students for impulse buying behavior a survey was done. He has done his research on both student and retailers of Durham, because customer's buying behavior provide ideas to retailers for creativity and window display. Visual merchandising is a silent marketing tool used by retailers in order to make their products attractive and encouraging. Survey was distributed between under graduate students to know the customers or students shopping habits and their perception for window display. A questionnaire was organized with 40 questions and questionnaire was divided into four sections to know the customer opinion and perception about shopping. 67 students participated in survey, 66% respondents were female and 34% respondents were male. Research shows that 60 % customers shopped for clothes one to two times in a month and 58% customers shopped for health and beauty products for one and two times in a given month. 81% respondents found to be

agreed that visual merchandising provide information to customers for purchase decision. Regression method was used for data analysis. Retailers say that students and young customers are fully affected by visual merchandising and visual merchandising plays an important role to differentiate their product or offers from others competitors.

3. RESEARCH METHODOLOGY

3.1 Data collection

Primary method of data collection was used; it is a way of data collection through direct observation and experience of respondent's perception & behavior. The data was collected from the customers who visited in the shopping malls of Delhi N.C.R. by the use of questionnaire. Secondary method of data collection was internet, journal, books & television. Some important factors also measured for better clarification like age, gender, profession & salary.

3.2 Research & sampling technique

As sampling technique, a simple random sampling procedure was used for better representation of research. 300 respondents between 18 to 60 ages group participated in the study who visited in the shopping malls of Delhi N.C.R. Every respondent have a different income profile according to their occupation, age and gender.

3.3 Questionnaire Design

Questionnaire was comprised with 17 closed ended questions, which consist with demographics characteristic of respondents and other questions related to visual merchandising or store presentation.

3.4 Respondent's profile

Customer response depends on demographic preference. Out of 300 respondents, 56% respondents were female and 44% respondents were male. According to age, 36% respondents were



found between 29-39 age groups, and 24% respondents were between 16-28 age group. In occupation, majority of respondents i.e. 56% were professional & 20% respondents were students.

3.5 Data analysis technique

After data collection, data analysis was carried out with the help of MS-Excel. The collected data and table was contextual in nature so that a thematic analysis was necessary to remove the mistakes. Data was analyzed by drafting charts and tables.

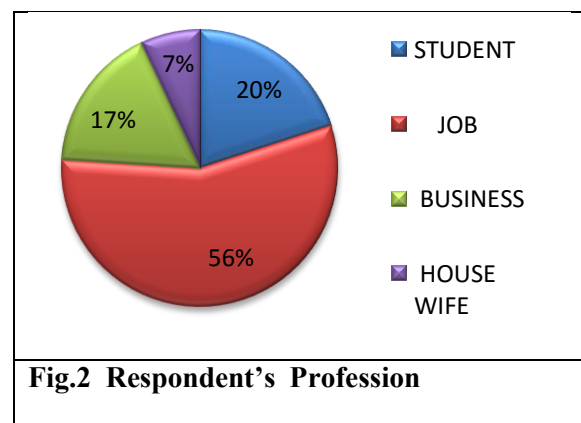
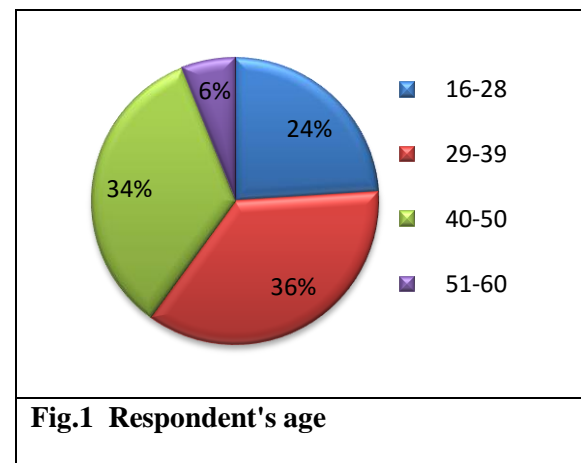
3.6 Data analysis and interpretation

Study found that demographic characteristics are important element for market research because consumer shopping behavior depends on their perception.

Table1

Sr. no.	Characteristics	Category	Freq - ency	%
1.	Gender	Male	134	44%
		Female	166	56%
2.	Age	16-28	72	24%
		29-39	109	36%
		40-50	103	34%
		51-60	16	6%
3.	Occupation	Student	61	20%
		job	169	56%
		Business	50	17%
		House wife	20	7%
4.	Monthly Income	11,000-30,000	23	10%
		31,000-50,000	93	43%
		51,000-70,000	55	25%
		71,000-85000	18	8%
		85,000 +	30	14%

44% male respondents participated in the study. Because customer's shopping behavior depends on their age & salary. 36% respondents were 29-39 and 24% respondents were in 16-28 age group. Youngsters and females are the main target of retailers. Youngsters upgrade themselves for new fashion trends through internet & females through T.V. Retailers provide product to them which are fashionable but also in reach of their pocket. Majority of the respondent's i.e. 56% were professional, 20% were student. The salary of 43% respondents were in the range of 31,000 – 50,000, 25% respondents were those whose salary were between 51,000 – 70,000.



From the above it can be observed that women are more conscious for shopping than men. 56% respondents were female &



Table2: Most noticeable feature for respondents inside store display.

Features	Respondent's %
Creative graphics	16%
Music & lighting	23%
Mannequin styling	32%
Creative product display	29%

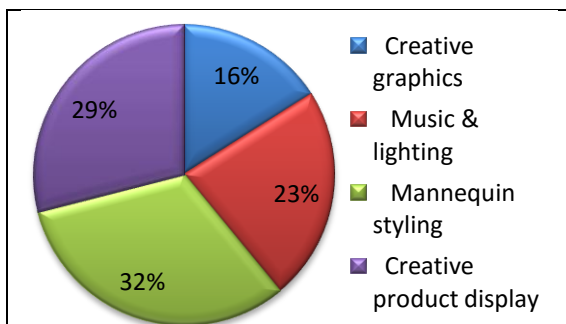


Fig.4 Most noticeable feature for respondents inside the store display

Retailers do a lot of creativity to attract or encourage customers for impulsive shopping & everybody has a different taste or attractive feature. Creative graphics, mannequin styling & creative product display do work on customer's emotions and encourage customer for shopping while music & lighting does the work on the mood of the customer and feels them comfortable. 32% respondents were in the favor of Mannequin styling, 29% respondents were in the favor of Creative product display, 23% respondents were in the favor of Music & lighting & 16% respondents were in the favor of Creative graphics.

Table3: Does visual merchandising attracts you to a brand or product?

Respondent's perception	Respondent's %
YES	98%
NO	2%

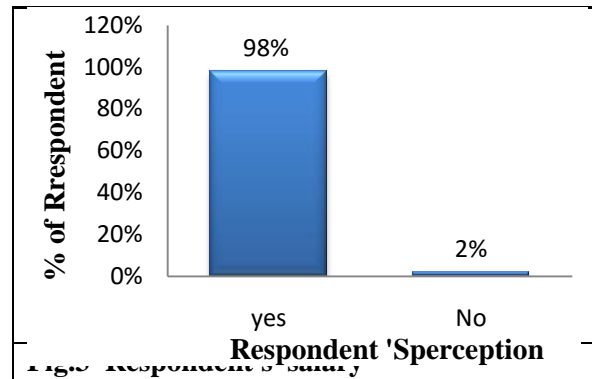


Fig.5 Respondent's brand or product attraction towards visual merchandising.

Majority of the respondent (98%) says yes that visual merchandising attracts customer to a brand or product. Brands make image in customer mind for product quality & looks but brand presentation or product assortment in a creative way enhance product appearance and attract customer's attention. Sometimes pocket don't permit to customer for brand purchasing but sets an image of brand in customer mind.

Table4: Effect of music and lighting on respondent's shopping experience.

Respondent's perception	Respondent's %
Strongly Agree	44%
Agree	41%
Neutral	14%
Disagree	1%



Lightings are used to attract the customer attention at the side of product. Good quality lighting emphasizes the product & brand location and present in positive way towards customers, lighting arouse positive and negative feelings. Thematic lighting make product noticeable. Music refreshes the mood in the favor of shopping & enhances customer shopping experience. Music should be according to theme. It influence to youngsters & adults. Lighting shouldn't be harsh. 44% respondents were strongly agreed while 41% were agreed.

Table5: Respondent's favorite destiny for shopping.

Respondent's perception	Respondent's %
luxury brand	28%
store brands	22%
branded outlet	29%
Doesn't matter	21%

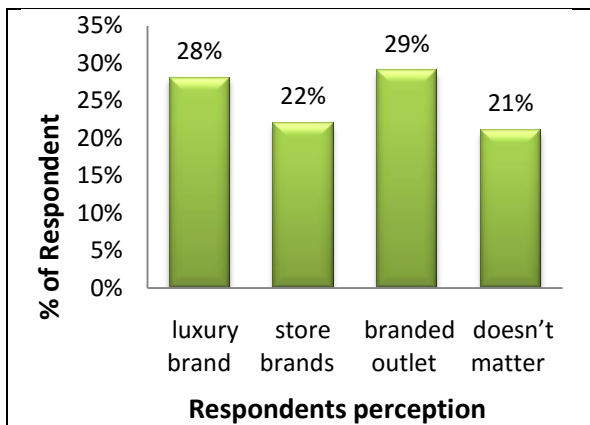


Fig. 7 Respondent's favourite destiny for shopping.

Store environment present an image in customer mind & recall them for shopping. Customers do shopping again from where they got satisfied. All big and small shopping malls retailers provide different facilities to customers. But a customer shopping destiny depends on his budget. 28% respondents shop from luxury brands,

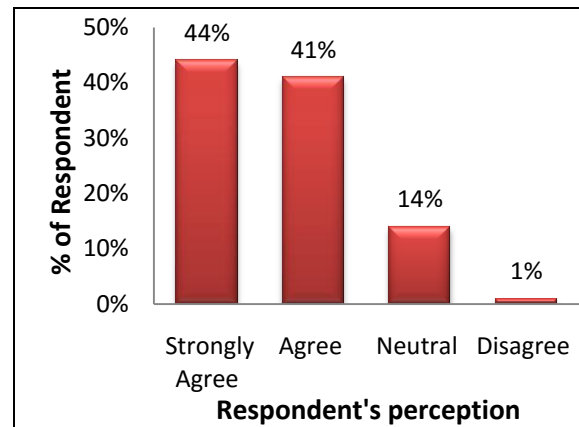


Fig.6 Effect of music and lighting on respondent's shopping experience.

22% customers shop from store brand, 29% customers shop from branded outlet & for 21% customers it doesn't matter to them.

4. CONCLUSION

The main object of the study was to know the impact of visual merchandising on consumer shopping behavior. Result shows that visual merchandising plays an important role in consumer impulse buying behavior. Visual merchandising depends on interior and exterior decoration of store. It was observed that females were more conscious about shopping as comparison to males. Majority of respondents found to be strongly agreed for visual merchandising or brand attraction. It was found that exterior presentation of store compel to customer for entered into the store. Retailer and decorators plays a leading role in store decoration and applied creative features, signage, promotional banners or images to attract customer attention. Results shows that store presentation according to theme and demographic characteristics create challenges towards retailers, but customer behavior provide information to retailers for creative applications. Visual merchandising is a silent tool and conveys right message to customers. Results show that consumer's shopping behavior is depends on their pocket and budget. Study reflects that music and lighting enhance



shopping experience. Majority of the customer found to be brand conscious.

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