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EMERGENCE OF VISUAL MERCHANDISING PRACTICES IN ORGANIZED RETAIL INDUSTRY IN PONDICHERRY WITH SPECIAL REFERENCE TO DEPARTMENTAL STORES

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ABSTRACT

"Time Value" is as important as the value for money. People have too few times and naturally affect the need for effective visual Merchandise, ultimately. This study is based on basic retail research, visual merchandising visual status, how to distinguish between competitors and meets customer satisfaction, and satisfies customer satisfaction. Despite the global economy of Indian retailers, it is still optimistic about the growth of India. The Indian economy is more stable than other economies around the world, and the rest of the world and the Indians cannot be confused. People with disposable income without economic downturn or recession will act. Likewise, retailers shouldn't complain about low sales, especially in India, where thousands of festivals and weddings are held throughout the year. But the eternal question is how to attract consumers. The answer is visual merchandising. Merchandising plan and the back of your home should be planned efficiently and carefully. Optimizing the retail space of your store is important. Visual merchandising can be stored regularly and can keep the

Appearance and the atmosphere change, and people will help people go to a wider audience. For this study, the researcher focuses on visual merchandising areas in the category of department stores. This study focuses on the roles of visual products and roles of various visual merchandising. (Successful store displays do not depend on the amount consumed in the creation. Creativity time is considered to be a machine level). Research areas are limited department stores. This study also tries to analyze the costs associated with visual merchandise in the cost of higher sales and profits. This researcher wanted to contribute to finding a new way of visual merchandising.

KEYWORDS: Visual Merchandising, departmental stores, customer, economy, sales



1.1 AN OVERVIEW

Successful retailing requires creating a unique and consistent image of the customer's mind that permeates the delivery of all products and services. Visual merchandising helps you create a positive customer image that leads to successful sales. It not only conveys the image of the store, but also strengthens the promotion activities of the store and encourages customers' purchasing behavior [1].

1.2 RETAILING

Shopping has evolved from a necessity to an adventure. It's more experience and an opportunity to celebrate. The good old days of creating lists and shopping at the Fast Kirana Store are over. Now shopping is a welcome rest from a busy schedule. Major retailers have a motto of "shopping and celebrating." According to the dual conversion theory, the visitor is the purchaser. At this point, we need to mention visual merchandising, which deals with product presentations and atmosphere creation [2].

A good display tempts people into the store and also makes them feel like they are looking around. A store layout is the design of a store's footprint and the placement of items within that store. The layout of the store helps to influence the behavior of the customer. So, if done right, it's an important strategy for a store's success. Retail store layout is a strategic use of space to influence the customer experience. How customers interact with your product influences their buying behavior [3].

Visual merchandising can be defined as what the customer sees both externally and internally, creating a positive image of the company and leading to customer carelessness, interest, desire and behavior. It includes not only merchandising presentations, but also other important features that add atmosphere to the entire store. Eighty percent of the impression is created visually. Therefore, there are more than a thousand words written in the pictures. Each customer has a mental image of the store and its commercialization. Business should have a welcome appearance that customers feel good and you still want to buy purchases [4].

Visual commercialization is directly from the entire process that merely converts visitors to the buyer. Visual products play a very important role in acquiring customers in various sections for purchase of goods. The basic destination of visual commercialization is the desire to attract customers to office locations to sell commercialization [5].

Visual merchandising is provided to customers through external and internal presentations. Each should be adjusted using the store's overall theme. However, creating and maintaining a visual merchandising plan for your store is not an easy task. Always have to determine what your customers are looking at. This customer review should start from outside the store and go inside the store. Visual



commercialization can communicate with the identity of the target customer brand. And in particular, this business is unique and especially this business is better than other businesses.

1.2 THE FIVE SENSORY ELEMENTS

1.2.1 Sight

The first motive that drives customers into a store is the store's appearance. A friendly and friendly store always has an advantage over a store that is not. Bright colors, meticulous product planning, and in-store advertisements all make this spectacular. For consumers. For example, a furniture store can help customers by placing tips and tricks from interior designers next to merchandising. They can see, read and make informed decisions [6].

1.2.2 Sound

Immerse yourself in the sense of sound through uplifting music (according to merchandising and branding concepts) is a must. In-store youth clothing stores may have on-screen catwalks and stylist tips to help shoppers choose their own clothes. You can replay interviews or quotes from famous authors in your bookstore to tell customers which books to pick.

1.2.3 Smell

A good smell always adds to the atmosphere of a store. Visual merchandisers working on the details of a retail store must always consider the buyer's sense of smell. A good smell is a sure bonus of a store, and although not always remembered, its absence will certainly be remembered. Always, however, his absence will be remembered [7].

1.2.4 Touch

It is a difficult feeling, but the most important feeling. For today's quality-conscious consumers, feeling a product is more than just a necessity. It doesn't matter whether you try on clothes in the trail room or test your perfume with a tester. Customers should always feel comfortable to the touch. Its value cannot be overestimated [8].

1.2.5 Taste

Taste may not be available in all retail outlets. But those who can do it like chocolate shops, candy shops, F&B shops, restaurants, and juice bars should always pay attention to the consumer's palate. Homemade tasting samples, free meals or drinks with purchases over a certain amount, and kid's sweets and chocolates sold in other stores are just a few consumers who offer sensory shopping experiences. In this case, the visual representation could be the sensation a consumer feels when purchasing a product. But this feeling should only prevail when the other five are effectively stimulated [9].

1.3 Visual Merchandising Elements

1.3.1 Exterior presentation



The quality of the storefront is an important determinant for shoppers and the appearance of a store must never be compromised. The outside quietly tells shoppers what to expect from the inside. Great exterior visual merchandising attracts attention, arouses interest, and invites buyers into the business. In general, the external presentation should be progressive, classy or sophisticated to the buyer. It's important to note that the way a store visually greets customers is highly dependent on whether or not a customer enters the store.

1.3.2 Outdoor Signs

An effective sign is a silent seller. Signs should grab customers' attention in less than 10 seconds and communicate what your business is and what you need to sell. The font size used for characters must be large enough to be read from a distance. The signage's elegant design and expensive materials convey the business of luxury and service. Signage design says a lot about your business. Signs can also be used to target specific market segments such as youth, women, singles, etc. Your logo is also very important and plays an important role in attracting customers. They should be unique and stand out. Simply put, a simple, concise, well-designed, well-written and easy-to-read signage will attract more customers and make you feel welcome. The sign of the store is its identity. It is a sign that the public recognizes the store. Therefore, he must create an image that can be used consistently as the identity of the store.

1.3.3 Signs

The sign is a special sign used to display store names. A great tent is different from other tents and should be designed to grab the attention of buyers.



1.3.4 Banner

The banner is an economical, colorful and eye-catching promotional tool. They can be changed frequently to create a different look, which in turn will attract customers to the store. It is more effective when the colors and design concepts used in the banner are the same as those used in the store, promotional materials, and newspaper advertisements.

1.3.5 Entrance & Aisles

Most of the first-time customers remember the store entrance. This goes on with the quote first impression is the best impression. Giving the best impression to the customer's right at the entrance is mandatory for any store. Cluttered aisles make the shoppers feel uncomfortable and hence leave to a bad shopping experience. Entrances that allow shopping to come into a store without being aware of their entering are also becoming very popular.

1.4 STATEMENT OF THE PROBLEM

To main purpose of the study to analysis the different types of stores layout and fit in the visual merchandising. To suggest visual merchandising strategies in order to improve the sales of the merchandise and to identify the potential customers for the various product category and its study is done on organized retail outlet.

1.5 OBJECTIVES OF THE STUDY

- 1) Analyze the impact of store layout and visual merchandising in retail stores.
- 2) Explore the impact of visual merchandising and how store layouts are effective in terms of sales in retail stores.

1.6 NEED FOR THE STUDY

- 1) Analyze changing shoppers' shopping behavior based on store layout and mood created by visual merchandising.
- 2) Identify the factors that support visual merchandising at the point of sale.
- 3) Analyze the challenges faced when implementing visual merchandising.
- 4) Analyze the layout of the store and the implementation of visual merchandising in the selected retailer.
- 5) Analyze sales impact and identify potential customers based on store layout and visual merchandising impact.

2. RELATED WORKS

[10] supported the idea that color and lighting are essential for visual merchandising. Most shoppers responded positively to the colors and lighting used in the store, and frequent shoppers had a higher



positive response to the lighting and colors used, indicating that color and lighting were positive for customer loyalty. indicates that it has an impact. Signage is an integral part of visual merchandising, display signage can provide shoppers with basic information, and Evoke can improve this area.

[11] found that many offline store VMD functions have been implemented online. In addition, some VMD functions in the online garment store are not directly offline. Gaynor Legreenwood has found that visual merchandising practices do not affect buyer's buyer 's behavior. This study showed that mannequin displays, advertising signs, and display windows are a direct proportional connection between customers who purchase behavior in the store.

[12] found an important relationship to demonstrate the behavior and mannequin and advertisement signs of college's impulse purchase. Despite the display window and outdoor merchandising, the results of this variable and consumer pulses continue to have a significant correlation between these variables and consumer pulses. The study also argues that four types of visual merchandising (e.g., window displays, in-store uniform/mannequin displays, floor merchandising, and signage) are highly interconnected and that these relationships influence consumer impulse buying behavior.

[13] Visual Merchandising is a desired process in the appropriate place that the customer merchandising position affects consumers in a timely manner. This process of this product event is to sell merchandising or services for all ads, displays, and special events. The main goal is to increase the efficiency of trading conditions, merchandising, and differentiated brands, so that sales can be expanded.

Deputy Modeler Merchandising, Happiness Milano Dlf Brands Ltd, India. "Article inspired by the world" Article "Indian retail retail" is constantly in the "second transmission", "Moving to the second transmission" as a wide range of attempts to constantly comply with customer expectations. Given, there is advantageous advantage in use and challenge.

"She moves to the first world fantasy," which creates a powerful basis for a clearer society ". And even retail sales understand and recognize the necessity and importance of VMs, and create a large business. "Shop layout offers a seamless flow of customers through business business. Customer's soft stream is especially important for retail clothing sellers with high store traffic. The layout of a store affects the space through which customers pass through the store. Shoppers can move around the store easily thanks to a well-designed store layout. A good (well-organized and spacious) store layout encourages customers to browse the store longer and make purchases they would not normally make. Store layouts are also used to increase or decrease flow in a specific part of a store. For example, a store needs more customers to sell merchandise and fewer customers near toilets and changing rooms.



Over the past few years, companies have tried to show customers the maximum number of products using the least amount of space. Store layout helps prevent excessive theft by reducing unobtrusive areas. Shoplifting often takes advantage of poorly organized and poorly laid out retail clothing stores. [14] on the other hand, classifies impulse buying into four categories and suppresses it. First, a net impulse purchase is a purchase that is not a planned purchase at all.

[15] conducted a study on the important factors that store layout determines store image. They focused on three main types of store layouts. free form; and a racetrack/boutique. Grid layouts cover routine and planned buying behavior. An open floor plan covers the time shoppers are willing to spend in the store. The layout of the racetrack/boutique relates to the movement of customers throughout the store. Their results showed that customers preferred free-form layouts for reasons of usability and entertainment. However, for easy-to-use, customers prefer mesh layout. A great store layout offers a company's clothing opportunity to increase sales.

[16] specifies a four-dimensional, Visual (sight), single (sound), Olfactory (smell), single (sight), a touch, and a tactile (touch), and a retailer in 1990. This is more important for visual merchandising to distinguish the proposal to others due to the similarity of today.

[17] Traditionally visual merchandising days are always employing experts with visual display of windows and sales, and floor professionals optimizing transaction sites. The new fashion season is a fashion business with the opportunity to refresh the store through new stocks. Spring, summer, autumn and winter determine the promotional calendar for developing themes for visual expressio. [18] In addition to stimulating positive emotional responses from buyers, a proper visual merchandising strategy can lead to various behaviors on the consumer side, such as influencing shopping behavior and store/product perception. The purpose of this study was to show how consumers respond to visual merchandising and how small clothing stores can benefit from a visual merchandising strategy.

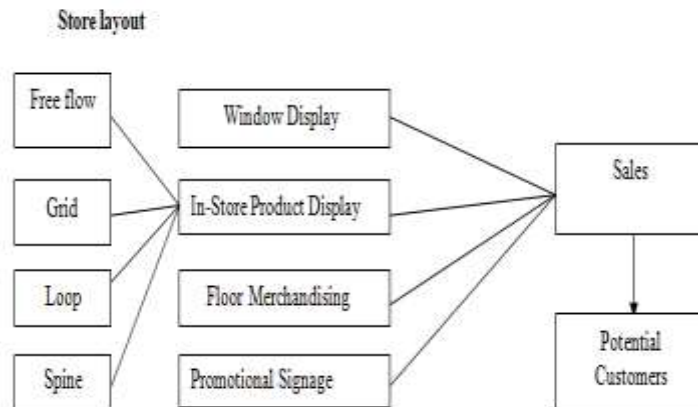
3. RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The study uses a technical study design. A descriptive study is conducted with a description of the characteristics of a particular individual or group. It also relates to specific productions, with descriptions of facts and characteristics about people, groups, and situations. This study is entirely based on the description of factors that influence users' decision-making processes. It does not affect the opinion of the researchers on this study. The design must be robust, the design must provide sufficient protection against displacement and provide maximum reliability.

3.2 MODEL OF THE STUDY

Conceptual Framework



3.3 SCALING TECHNIQUE

This study used questions on a 5-point Likert scale. Likert scales are developed using an item analysis approach in which certain items are scored based on how well they distinguish with high overall scores and those with low overall scores. The statements or elements most appropriate for this type of discrimination test are included in the final statement.

3.4 HYPOTHESIS

- H1: The color and lighting of a retail store has a major positive impact on shopper interest.
- H2: Store The layout of a retail store has a important positive impact on shopper interest.
- H3: Retail has a positive and significant impact on consumer interest.

4. DATA ANALYSIS AND FINDINGS

4.1 Findings and Interpretation of Results

Table 1: Descriptive Statistics

	Mean	Std. Deviation	N
Consumer Attention	4.0875	.52229	280
Store layout	4.1821	.46776	280
Window display	4.0152	.52704	280
Color lighting	3.9257	.48687	280
Store interior	4.0457		

Table 1 is descriptive statistics showing independent and dependent variables and their values. According to the data, the median consumer interest is 4.08, store layout 4.18, window display 4.01, color and lighting 3.92, and store interior design 4.04. The overall mean of the data is 4.04. Values less than 4 indicate rejection of the hypothesis. In addition, multiple regression analysis was performed on AMOS to verify the direction of influence of the variable on the dependent variable. The results are presented below in Interpretation.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	Sig. F Change
1	.581 ^a	.337	.328	42829	.337	34.973	4 275 .000

Predictors: (Constant), Store interior, Window display, Store layout, Color lighting

The model summary of the analysis is provided in Table 2. The value of R square is 0.337 which means that 33.7% variation is explained by the model.

Table 3: ANOVA

Table 3: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	25.661	4	6.415	34.973	.000 ^a
Residual	50.445	275	.183		
Total	76.106	279			

a. Predictors: (Constant), Store interior, Window display, Store layout, **Color lighting**

Table 3 presents an ANOVA showing the importance of model fit. Because the significant values are 0.000 and less than 0.05, the model is considered significant for further analysis to test the effect of each independent variable on consumer interest.

Table 4: Regression Coefficients

		Estimate	S.E.	C.R.	P
Consumer Attention <---	Window display	.137	.061	2.247	.025
Consumer Attention <---	Store layout	-.210	.068	-3.082	.002
Consumer Attention <---	Color lighting	.249	.067	3.700	.000
Consumer Attention <---	Store interior	.453	.060	7.567	.000

Table 5: Intercepts of the model

	Estimate	S.E.	C.R.	P
Consumer Attention	1.603	.272	5.892	.000

Table 6: Total Effects of all four IV's on DV

	Window display	Store layout	Store interior	Color lighting
Consumer Attention	.137	-.210	.453	.249

Table 7: Direct Effects of IV's on DV

	Window display	Store layout	Store interior	Color lighting
Consumer Attention	.137	-.210	.453	.249

Table 8: Hypotheses Assessment Summary

<i>Hypotheses</i>	<i>Beta Value</i>	<i>Sig Value</i>	<i>Empirical Conclusion</i>
<i>H1: Color & lighting of the retail store have significant positive impact on consumer attention.</i>	<i>0.249</i>	<i>0.000</i>	<i>H1 Accepted</i>
<i>H2: Store Layout of the retail store has significant positive impact on consumer attention</i>	<i>-0.210</i>	<i>0.002</i>	<i>H2 Rejected</i>
<i>H3: Window Display of the retail store has positive and significantly impact on consumer attention</i>	<i>0.137</i>	<i>0.026</i>	<i>H3 Accepted</i>
<i>H4: Interior design of the retail store has significant positive impact on consumer attention.</i>	<i>0.453</i>	<i>0.000</i>	<i>H4 Accepted</i>

The above shows of coefficients show the significant values and beta value of all independent variables. The sig value of all the f variable use in the model are less than 0.05. The color and lighting of the table also consist of 0.000 sig values and 0.249 beta values consisting of 0.249 beta values. It is important to have a positive and positive impact on consumers' attention. Hypothesis 1 The color and illumination of retail stores have had an important positive impact on consumers' attention Likewise, the store layout is SIG 0.002, but the store layout of the store layout 0.21 shows that it has a negative impact on the attention of consumers. Layers Tia Blottish Shoto Ra Ami Immigration in the store Lays of the Costs Torstore Store When the amine is amine, the bad layout shows that it has a negative impact on consumer interest and professionals. The Sig value of the store front screen was significant as 0.026 and the beta value was 0.137, which was shown to have a positive effect on consumer interest. Therefore, hypothesis 3 is accepted that retail stores have a positive and significant effect on consumer interest. The store interior design g value was significantly 0.000, and the beta value was 0.453, which had a positive effect on consumer interest. Therefore, hypothesis 4 that the interior design of retail stores has a significant positive (+) effect on consumer interest was adopted.

5. DISCUSSIONS & CONCLUSION

This study was conducted to evaluate the impact of visual merchandising for the focus of consumers at the retail store of Pondicherry. Merchandising, that is, the impact of visual variables, and research, i.e. The internal design in the store of various retail stores, which pulls the display window, layout, store layout, color and lighting and consumers, has been collected by collecting consumer network responses. The impact on the behavior of the pulse buyer has a positive correlation with the behavior of the display window and outdoor merchandising, and the general visual machine screen has a



significant impact on consumer behavior, and increases behavior and increases behavior Make it. Increasing consumer goods increases and increasing is in a note. People are usually attracted to a charming and attractive store. This leads to an impulsive purchase. The conclusion of this study, the window display is to affect a positive significant effect on positive customer to pay customers, not supported by previous. Encouraging them in the direction of lighting should be pulled into the attention of consumers and starting procurement. The conclusion of this study means that if the layout of the store is bad, it does not have a negative impact on the overall experience of the consumer. Visual merchandising is one of the technologies used to achieve competitive advantage. Marketers are, uses a visual merchandise strategy to attract more customers in stores for competitors. This study is because Visual Merchandising leads to the conclusions that affect consumer interest with the increase in consumer behavior. H1, H3 and H4 were shot when H2 is rejected to be aware that the window "consumer window", color and sight are taken. Capturing consumer interest and attention is critical for store managers to increase purchases. Store managers should use visual merchandising strategies to engage with customers and encourage store visits.

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