

THE STUDY IS ENTITLED "THE EFFECT OF VISUAL MERCHANDISING ON FEMALE CONSUMER SHOPPING BEHAVIOUR TOWARDS WOMEN APPARELS"

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Abstract

Visual merchandising is the technique of enhancing the display of goods and services in the retail sector to more effectively emphasise their qualities and advantages. Informing customers of the store's values and what it has to offer is done in an appealing and noticeable manner. Although it seems like an untapped territory, the contribution of art and culture to the aesthetics of a piece of clothing has enormous potential to become the key selling point. Today's retailers use the merchandising tool to set themselves apart from their rivals, stand out in the market, and draw in customers. The major goal of this study is to comprehend how visual merchandising affects customer purchasing decisions about women's clothing. The purpose of this study was to determine how store image and consumer purchasing behaviour are impacted by visual merchandising and outlook characteristics. It was discovered that consumer purchasing behaviour for women's apparel was highly influenced by window display, shelf space organisation, colour and lighting, and music performed in the store. Retailers must design their stores and offer them in an innovative and appealing way in order to stand out in the heightened competition. More attention should be paid to drawing customers into the store. Shopping by a woman primarily time changed into need-based totally after which changed into simply merchandising-centric. The device of this observation is a questionnaire administered to one hundred fifty women in Kerala. The findings of this observation monitor that the garb displayed on the mannequin's interior of the shop and on glass cabinets has an exceptional destroy at the shopping for a selection of women in Kerala

Keywords: Visual merchandising, customer purchasing patterns, window displays, shelf space organisation, light and sound configuration

1. Introduction

Consumer attention, interest, desire, and action all are influenced by visual merchandising, which is all that consumers see, feel, and experience in a company's outside and interior surroundings and atmospherics. This offers the company an advantage over rivals. Visual merchandising may even build a brand identity and the correct image that results in a sustainable positioning when utilized strategically. It presents the merchandise in an engaging setting, putting it in a position to draw in window consumers, turn them into prospects, and ultimately then convert them into customers of the product or service. Retailing today includes a considerable amount of visual merchandise. Also, there are notably updated show windows and the front facade.

Retailing today includes a considerable amount of visual merchandise. The in-store décor is meant to improve consumer comfort and ease while shopping and provide a higher-quality shopping experience. This is in addition to the front facade and display windows, which are noticeably decorated with a goal to attract onlookers and entice walk-ins inside the store. Consumer behaviour studies have shown that an elegantly adorned front facade and an alluring show window encourage people to enter the store. Also, it ensures exclusivity because no two stores should have a similar appearance when compared to those of your rivals. Also, when the humour and concept of such displays change at regular intervals, it reinforces in customers' minds that the business is still in the lead.

Although the retail clothing industry is expanding right now, it also attracts a lot of competitors. Today's consumers have a vast array of options, making it very challenging for businesses to draw them in and boost customer happiness and loyalty. One method to do this is through effective visual merchandising.

Visual merchandising has become increasingly important to retailers of clothing as a way to draw customers in and eventually boost sales. In light of this, the current study aims to investigate the "Effect of Visual Merchandising on Consumer Behaviour towards Women Apparels in Kerala State."

2. Goals for the Study

- 2.1. To determine the extent to which visual merchandising guarantees client satisfaction.
- 2.2. To research how visual merchandising affects female consumers.
- 2.3. To investigate how women shoppers behave while purchasing women's clothing based on visual merchandising.

3. Research Review

According to Wolters and White (1987), visual merchandising is thus concerned with how the product and brand are visually communicated to the customer as well as whether this message is "properly" decoded. According to this viewpoint, it will have an impact on a favorable psychological or behavioral result, finally leading to a purchase.

Maier, 2009: clarified the significance of a visual plan for boutiques in order to show how visual marketing should be incorporated into one's business strategy. The study makes reference to a few elements, including merchandising, layout, customer response, and pricing suggestions. The study comes to the conclusion that the aesthetic aspect guidelines given above would be extremely helpful in setting up a boutique in an efficient manner, and that it may save time and money, and earn loyal as well as long-term customers.

McGoldrick (1990) and (2002) By both practitioners and academics, visual presentation and communication have long been considered key aspects of retailing (This emphasis in the visual has - ANVESAK ISSN: 0378-4568 UGC Care Group 1 Journal Vol. 51, No. 1(XV) January - June 2019 once fused to from the method of "visual merchandising" in the setting of retail. The action that coordinates successful merchandise selection with efficient merchandise display is referred to as this.

.According to Park (2014), proper and efficient visual merchandising, including illumination, aids in defining the store brand and fosters brand preference.

Customers are influenced by appealing window displays, functional store layouts, and appealing visual merchandising themes.

According to Pillai's (2014) research. The study suggested using visual merchandising properly as a powerful technique for turning potential customers into actual customers. The survey also came to the conclusion that appealing display themes and good lighting are the two aspects of visual merchandising that consumers appreciate most highly.

Bashar and Irshad (2015) used a sample size of 250 Indian respondents and the Pearson correlation to analyse the effects of form display, window display, promotional signage, and floor merchandising. He has discovered that window.

In their 2016 study, Arun Prasad and SC Vetrivel looked at how visual merchandising and viewpoint elements affect store image and consumer purchasing patterns. The study found that consumer buying behaviour was generally correlated with window displays, fixtures, signage, mannequins, colours, and lighting.

Elsa Corinne Nell, 2017, investigated how visual marketing displays and sight atmospherics affect customer behaviour in Tshwane clothing retail establishments. The results of the study showed that consumer behaviour was unknowingly influenced by visual merchandising displays. Since visual displays are not the only factors taken into account when making purchasing decisions, a pleasant environment would encourage participants to stay longer, which could result in a purchase.

In his article "Display does the Magic" (May 2010), John Stanly claims that people don't buy things just because they are things. They purchase them for a variety of reasons, including self-improvement, house enhancement, increased value, and a plethora of other motives. Your job as a retailer is to push the hot buttons. All "stopping power" displays ought to offer alternatives and suggestions rather than just products. Depending on how frequently a customer visits the store, adjust the displays.

Change the displays on a monthly basis if the average is monthly, and on a weekly basis if it is weekly. Constant modifications to their business will be introduced through a display roster that perceptible retailers will have. Creating displays consisting with products the consumer is familiar with.

D.M. Sezhiyan, T.Nambirajan, and T. Kumarn claim Store image is defined as the general attitude towards the store based on the perceptions of relevant store qualities in their article "Segmentation of Consumers using their Behavioural Pattern based On store Images" published in Asia Pacific Business Review (April 2010). While developing an integrated marketing plan for independent retailers, retail chains, and shopping malls, image concerns are crucial. It has been discovered that store image is connected to such essential elements of successful retail as customer traffic and revenue. One of the retailer's most valuable marketing tools is its distinct store image, which gives it a competitive edge over other stores. No store can provide everything to everyone.

4. Research Techniques

The data and information were gathered from both primary and secondary sources, including online surveys, journals, blogs, magazines, business newspapers, periodicals, reports, textbooks, and websites. The members are consecutively chosen in order of appearance according to their convenient accessibility, and additional face-to-face interviews for the related area were also taken into consideration for the study. The sample size is determined to be 150 respondents between the ages of 20 and 50 because this age group shops more frequently (opinions from the customers of all the age groups.)

5. Analysis and Discussion

5.1. Area-wise Division of Respondents

Area-wise division		
Area	No of Respondents	%
Urban	75	50
Rural	75	50
Total	150	100

Table:1.1; Area-wise Division of Respondents 50% of the respondents belong to the urban region, and 50% belong to the rural area, according to the table 1.1 above.

5.1.1. Age Group of Respondents

Age Group of Respondents		
Age	No of Customers	%
20-25	24	16
25-30	26	17
30-35	23	15.33
35-40	27	18
40-45	28	18.66
45-50	22	14.66
Total	150	100
Data Expressed in Numbers and Percentages		

Table No:1.2: Age Group of Respondents

According to the above table (Table No. 1.2), 16% of the population is between the ages of 20 and 25, 17% is between the ages of 25 and 30, 15.3% is between the ages of 30 and 35, 18% is between the ages of 35 and 40, 18.6% is between the ages of 40 and 45, and 14.66% is between the ages of 45 and 50.

5.1.2 Marital status of consumers

Marital status of consumers		
Marital Status	No of customers	Percentage
Married	65	43.33
Unmarried	85	56.66
	150	100
Data Expressed in Numbers and Percentages		

Table no:1.3; Marital status of consumers.

The marital status of the respondents is shown in the above table, which reveals that 56.66% of respondents are single and 43.33% are married.

5.1.3 Visual merchandising ensures customer satisfaction

Visual merchandising ensures customer satisfaction		
Scale	Number of Respondents	Percentage
Strongly agree	87	58
Agree	24	16
undecided	22	14.66
disagree	10	6.66
Strongly disagree	7	4.66
Total	150	100

Table No:1.4: Visual merchandising ensures customer satisfaction Visual merchandising ensures client happiness, according to 58% of respondents who strongly agree with this statement, 16% of respondents who also agree, and 14.6% of respondents who are unsure.

4.66 per cent of respondents strongly disagree with the statement, and 6.66% of respondents disagree with the statement.

5.1.4. Data presented as per women consumers drawn by visual merchandising.

Scale	Number of Respondents	Percentage
Strongly agree	78	52
Agree	12	8
undecided	25	17
disagree	20	13
Strongly disagree	15	10
TOTAL	150	100

Table No.1.5: Data presented as per woman consumers drawn by visual merchandising, 52% of the female consumers highly agree with the assertion that female customers are drawn to visual merchandising; 8% agree with the statement; 17% are unsure; 10% disagree with the statement; and 10% strongly disagree.

5.1.5.The Lighting arrangement of the store draws attention and creates better visibility for the displayed merchandise

Table No. 1.6: The store's lighting design attracts attention and improves the visibility of the items on sale.

Scale	Number of Respondents	Percentage
Strongly agree	92	61
Agree	30	20
undecided	8	5
disagree	12	8
Strongly disagree	8	5
TOTAL	150	100
Data Expressed in Numbers and Percentages		

Most respondents, or 61% of them, strongly agree with the statement that the store's lighting arrangements attract customers and improve visibility for the merchandise on display. The remaining 20% of respondents agree with the statement, 5% disagree, 8% disagree, and 5% strongly disagree.

5.1.6.The colour selection increases the store's appeal to the customers

Scale	Number of respondents	percentage
Strongly agree	74	49
Agree	18	12
undecided	10	7
disagree	25	17
Strongly disagree	21	14
TOTAL	150	100
Data Expressed in Numbers and Percentages		

Table No:1.7 Thecolour selections increase the store's appeal to the customers.

The statement that the colour scheme makes the store more appealing to customers is strongly agreed upon by 49% of respondents, agreed upon by 12% of respondents, unsure upon by 7% of respondents, disagreed upon by 17% of respondents, and severely disagreed upon by 14% of respondents.

5.1.7.The Store Layout and Organization of Shelf Space increases consumer interest in the products

Scale	Number of Respondents	Percentage
Strongly agree	64	42
Agree	25	16
undecided	21	14
disagree	20	13
Strongly disagree	20	13
TOTAL	150	100
Data Expressed in Numbers and Percentages		

Table No. 1.8: Organizing shelf space and the layout of the store promotes consumer interest in the products 42% of respondents strongly agree with the statement that the design of the store and the arrangement of the shelves spurs interest in the products from customers. 16% of respondents disagree with the statement, 14% are unsure, 13% disagree, and 13% strongly disagree

5.1.8The music played in the store has influenced the customers to spend more time in store and shop more products.

Scale	Number of Respondents	Percentage
Strongly agree	87	58
agree	13	9
undecided	15	10
disagree	13	9
Strongly disagree	22	14
	150	100
Data Expressed in Numbers and Percentages		

Table No:1.9; The music played in the store has influenced the customers to spend more time in store and shop more products.

The assertion that the music played in the store has inspired customers to spend more time in the store and buy more things is strongly agreed upon by 52% of the respondents.

14% of respondents strongly disagree with the statement, 10.66% of respondents disagree with the statement, 16.66% of respondents are undecided about the statement, and 16.66% of respondents disagree.

6. Results

1. The majority of the female customers firmly concur that aesthetic merchandising draws them in.
2. The majority of the female clients firmly concur that aesthetic merchandising boosts revenues.
- 3.The majority of the female customers believed that the store's lighting arrangement attracted attention and improved visibility for the items on sale.
4. The majority of female customers concur that the store's colour scheme appeals to customers.
- 5.The majority of the female shoppers concur that the music played in the store has encouraged them to stay longer and purchase more items.

7. Recommendations

The research findings from the current study have a stronger practical focus, which is crucial for marketers to consider when analyzing consumer behaviour in Kerala state with regard to women's clothes.

- 7.1. The first step for businesspeople is to grasp the psychographics of their target market.
- 7.2. All businesspeople should base their visual marketing designs on design theory.
- 7.3. Every business owner should regularly update their product displays.
- 7.4. Every company owner should give more thought to engaging the five senses of clients.
- 7.5. Every business owner should give customers more opportunities to enjoy the store's visual merchandising.

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