



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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