



## Role of Visual Merchandising on Consumer Buying Decision

### KEYWORDS

retail, consumer, visual merchandising, store, buying decision

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### ABSTRACT

*The retail business is flourishing these days, however, along with this, it also invites a lot of competition. With the large amount of options that customers have these days, it is very difficult for business to catch the attention of customers and increase customer loyalty. One way to do so is through effective visual merchandising. Visual merchandising involves displaying products and décor in a way that elicits a positive image of the store, gets customers' attention and entices them to buy. Visual merchandising refers to anything that can be seen by the customer inside and outside a store, including displays, decorations, signs and layout of space. The overall purpose of visual merchandising is to get customers to come into the store and spend money. It is a key component to the success of business. This study attempts to explore the role of visual merchandising on consumer buying decision*

### INTRODUCTION

Visual Merchandising is the 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 convert the window shoppers into prospects and ultimately buyers of the product. Visual merchandising can be defined as everything the customer sees, both exterior and interior, that creates a positive image of a business and results in attention, curiosity, desire and action on the part of the customer. Visual merchandising has become a natural component of every modern point of sale and is characterized by the direct contact between merchandise and customers. It helps customers to easily approach goods visually, physically, mentally and intellectually without the help of a sales person. It is seen as an additional service, and therefore it is relevant for every modern shop, no matter what kind of store it is or what dimension the store has.

### ELEMENTS

The elements of visual merchandising are Store exterior, Store layout, Store interior and Interior display

#### Store Exterior

The quality of a store front is a major determinant for a customer, particularly a new customer, and should not be underestimated. The exterior appearance of a store silently announces what customers can expect inside. Good exterior visual merchandising attracts attention, creates interest and invites the customer into business.

The elements of store exterior are sign or logo, marquee, banners, windows, ambiance, landscaping, etc., The design of sign should be original and easily recognizable. The name, letters, logo and colours help to create the store's desired image. A marquee is an architectural canopy that extends over a store's entrance. Entrances are usually designed with customer convenience and store security in mind while window displays initiate the selling process, create excitement and attract prospects

#### Store Layout

Store layout refers to ways that stores use floor space to facilitate and promote sales and serve customers. A well-

planned retail store layout allows a retailer to maximize the sales for each square foot of the allocated selling space within the store. Store layouts generally show the size and location of each department, any permanent structures, fixture locations and customer traffic patterns. Each floor plan and store layout will depend on the type of products sold, the building location and how much the business can afford to put into the overall store design.

#### Store Interior

Stores utilize visual merchandising tools such as Mannequins, Seating, Props, Floor and wall coverings, Lighting, Colors, Store fixtures, Interior signage, Graphics, etc., Bright colors and light pastels appeal to different types of customers, while interior graphics and signs can be used to promote items or give directions. Walls can be covered to support the store image or display merchandise. Fixtures are permanent or movable store furnishings that hold and display merchandise.

#### Interior Display

If interior displays are done exceptionally well, they enable customers to make a selection without the assistance of a sales clerk. Point-of-purchase displays are consumer sales promotion devices that hold, display, or distribute products. They promote impulse purchases. Props, also called properties, are special display elements. They are generally classified as decorative or functional.

### RECENT TRENDS

Convincing people to visit and buy from the store requires staying on top of merchandising concept and trends. The latest ideas in merchandising are all about educating and informing the customers about the products. By staying on top of new concepts and trends, it's easier to change the way of presenting the products to get the attention of buyers.

#### Going Digital

To draw shoppers to the store, find ways to use the Internet to give customers information about the products. For instance, offering downloadable circulars and coupons on the website helps customers, since they do much of their planning online before heading to a store to buy, accord-

ing to market and business analysts. This also helps customers stay within their budget, an ongoing concern for many shoppers. Offering information on the website about seasonal products, special displays, and price reductions is another way to merchandise the goods online.

#### Visual Trends

A new concept in merchandising involves the use of depth deception to add perspective in store windows and showrooms. For instance, use of depth deception includes erecting a wall with cubbyholes that contain LCD panels on which you show digital images of products. This allows the store to change the content anytime it wants, especially when it offers special sales or wants to focus on a certain type of merchandise for a day or two or at different times of the day, according to who shops at what time.

#### CONCLUSION

Design is becoming a differentiating factor in retail. The

store design and layout tells a customer what the store is all about. It is a very strong tool in the hands of the retailer for communicating and creating the image of the store in the mind of the customer. It is the creation of this image that is starting point of all marketing efforts.

The exterior look of the store and the store interiors both play an important role. The exterior look of the store draws a customer to the store. It is the first impression that a customer has of the store. It is a function of the location of the store. Interiors are a function of the fixtures, flooring, ceiling, lighting, and signage used within the store to create the look. Integral to the interior look of the store is the layout of the store. It can be concluded that visual merchandising play one of the important role in customers' decision making process.

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