

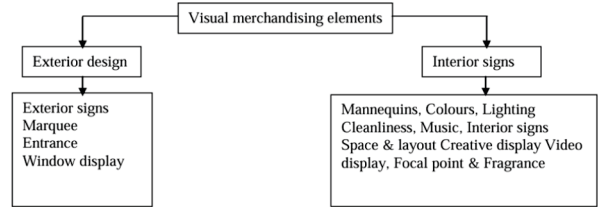
	ORIGINAL RESEARCH PAPER A STUDY ON IMPACT OF VISUAL MERCHANDISING ON CONSUMER BUYING BEHAVIOUR OF INTERNATIONAL CLOTHING BRANDS	Marketing KEY WORDS: Store Layout, Shop Window Displays, Customer Preferences, Signages.
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ABSTRACT	Visual merchandising has evolved from mere aesthetics to a purposeful strategy for influencing consumer behaviour, particularly in the global textile business. This study focuses on how visual merchandising elements such as store layout, lightings, signage and technological innovation influence consumer engagement and buying behaviour. As shopping becomes empirical activity, brands have to create immersive in addition to emotionally engaging the retail settings to keep the customer attention and to improve the brand loyalty. This study uses a descriptive method to examine the customer reactions, combining primary and secondary data. Primary data is collected by using the structured questionnaires, while the secondary data is collected from the reports of industry and from literatures. The study evaluates the effectiveness of the visual merchandising techniques using the statistical methods that is ANOVA, correlation, frequency analysis. The findings of this study are helpful for the clothing retail outlets/shops looking to upgrade their in store live through and the visual merchandising usage in order to meet the changing customer preferences and tastes. This study attaches to our understanding of how enterprises can use showing figure/illustration to increase market visibility and boost sales by bridging the space between creative displays and business effect.
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INTRODUCTION Visual merchandising has emerged as an important factor in framing the consumer experiences and impacting the purchasing judgement in a continuous upgrading world of clothing outlets. It is no longer enough to simply showcase the attractive products; alternatively create a mesmerizing and engaging purchasing atmosphere that meets consumer preferences. Clothing companies, particularly those operating in foreign country, use visual merchandising to create a strong brand identity, rise foot traffic, and improve customer interaction. With heavy rise in competition in world garment market, Producers have to continuously upgrade their visual merchandising strategies. The visual merchandising components that are shop window displays, signages, technological upgradation and innovations have a strong impact in showing customers and addressing them through a smooth shopping experience.	companies can improve their visual merchandising strategies to develop the customer attention and raise the sales success. Objective of the Study - To analyse the consumer view of visual merchandising elements such as shop window displays, store layout, lightings and signages, etc. - To evaluate the psychological and emotional factors that impact of visual merchandising on consumer decisions - To examine the impact of technological driven aspects on improving the buying experience and brand interactions. Visual Merchandising Elements Visual merchandising contains different factors to build an unforgettable buying experience. Shop window displays attract customer attention and excite them to enter into the store, while the mannequins help them to imagine the clothing trends. The store layout brings easy direction and maximum product displays. Lighting builds an atmosphere and emphasizes the important items, while colours create emotions that influence the buying experience. signage and graphical posters help customers find their way around, promotes special discounts and offers and increase store accessibility. Technology driven innovations and upgradations like as digital kiosks and argumental reality fitting rooms and engaging the encounters. These elements work together to make stores more visual showing and increase the customer engagement and also increase in sales and brand loyalty.
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The development of mesmerizing shopping has changed the traditional retails, motivating the companies to combine show with interactive factors that boost emotional bond with the consumers. This study evaluates the impact of visual merchandising on consumer buying decisions. Specifically in the context of global clothing brands. It examines how various merchandising strategies affect the consumer opinions, decisions, and buying experiences. The findings are deliberate to give significant information for shop outlet and retailers looking to upgrade their in store atmosphere and grow their market presence. Statement of the Problem While visual merchandising is elaborately acknowledged as an essential factor in retail success, and its effectiveness in improving sales and consumer commitment differs by market and by demographic factors. something shows to one customer demographic factors may not resound with another one, so the companies must have to enforce the adaptive and the cultural related marketing strategies.	This study, titled as “The Impact of Visual Merchandising on Consumer Buying Behaviour of International Clothing Brands” aims to connect the space between creative visual merchandising and their real effect on customer decision making. It seeks to find out the most valid visual merchandising tactics, and examine the consumer opinions and investigate how elements such as technological driven displays influence the buying behaviour. By addressing these challenges, the study will offer the insights into how the
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Roopa J and Ramesha, H H (2021), "The Indian clothing retail sector is continuously expanding, driven by economic development and shifting consumer preferences. Clothing retail sellers encounter difficulty in designing effective marketing strategies, thus visual merchandising is an essential strategy for engaging consumers and motivating the impulse purchases. This study focuses at hoe the window displays, mannequins, signs and colours and store layout affect impulsive purchase in Bengaluru's organised apparel retail establishments. Visual merchandising raises the store appeal, attracts consumer attention and improves the buying experiences. By examining internal and external elements, the research helps the sellers enhance the merchandising strategies and grow the sales in a competitive retail atmosphere."

Dr. Preetha Menon, Kiran Kark, Krishna Mirpuri, Kuhu Mehrotra, and Kunal Gupta, (2019), "This thesis stated that innovative visual merchandising methods, highlighting that factor like colour psychology, strategic display arrangement, and digital signage play a vital role in customer attraction. This study found that innovative store layouts and immersive display experiences rises brand loyalty and customer retention".

Al-Alsaggaf., & Basaffar (2022), Visual merchandising plays a important role in impacting consumer behaviour and enhancing the buying experience. This study evaluates how visual marketing design that impact purchasing decisions. The components like store ambiance, promotional displays, and visual appeal essentially affect consumer motivation and emotional response. This study stated that visual merchandising accounts for more buying decisions variance, emphasizing its role in attracting customers and increasing sales of the clothes. This points up the importance of strategic visual merchandising in shaping consumer bond and support the brand presence in the competition in clothing industry.

Pawan Kumar Chugan and Neha Mehta (2019), "This study stated that how consumer demographics factors influence impulse buying behaviour in response to visual merchandising strategies. The study found that younger customers are more responsive to window displays, promotional signage, and lighting effects, whereas older consumers are influenced by store layout and organized product placement".

Research Methodology

A descriptive research design is aided to investigate the relationship between the visual merchandising factors and consumer behaviour. This study gathers both the primary and secondary data thus providing the insights into how the store ambiance, product displays and digital innovation and upgradations Impact the shopping experiences.

Area of Study

This study aims on global clothing brands in Coimbatore, a growing retail city with the diversified customer atmosphere. The city's exposure to international clothing trends makes it an ideal location for studying how the visual merchandising elements impact the buying decisions.

Sampling Method

A convenience sampling method is used for this study, with consumers of the clothing store picked depending on their availability and desire to participate. While not entirely representative, this method provides useful insights into consumer reactions to visual merchandising in everyday life in retail settings.

Data Collection

This study employs both the primary and secondary data collection techniques.

The primary data collection was through online and through

offline structured questionnaires with the various choice and the Likert scale assessments. These questions show the shopping frequency, store entering variables, and the influence of visual merchandising strategies on buying behaviour. The secondary data sources involve the published research papers, retail articles, and the other online sources to gain a widespread grasp of visual merchandising trends and consumer preferences.

ANOVA

Table 1

Elements in influencing your decision to enter a store	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	38.986	2	19.493	4.075	.019
Within Groups	841.979	176	4.784		
Total	880.965	178			

Interpretation:

Table shows that the significance value (Sig.) is 0.019, which is less than 0.05. Hence, the null hypothesis is rejected.

It is interpreted that there is a significant difference between gender and the elements influencing the decision to enter a store.

Table 2

Psychological and emotional factors	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	29.626	3	9.875	1.322	.269
Within Groups	1291.917	173	7.468		
Total	1321.542	176			

Interpretation:

Table depicts that the table value is greater than 0.05. Hence, the null hypothesis is accepted.

It is interpreted that there is no significant difference between age groups and the psychological and emotional factors influenced by visual merchandising in shaping buying behaviour.

Correlation

Table 3

		Psycho-logical and emotional factors	Elements in influencing your decision to enter a store	Store Environment and Design	Technology-Driven Visual Merchandising
Psy-chological and emotional factors	Pearson Correlation	1	.541**	.579**	.254**
	Sig. (2-tailed)		.000	.000	.001
	N	177	177	177	177
Elements in influencing your decision to enter a store	Pearson Correlation	.541**	1	.593**	.257**
	Sig. (2-tailed)	.000		.000	.001
	N	177	179	179	179
Store Environment and Design	Pearson Correlation	.579**	.593**	1	.295**
	Sig. (2-tailed)	.000	.000		.000
	N	177	179	179	179
Technology-Driven Visual Merchandising	Pearson Correlation	.254**	.257**	.295**	1
	Sig. (2-tailed)	.001	.001	.000	
	N	177	179	179	179

Interpretation:

From the above table, psychological and emotional factors

are highly correlated with store environment and design ($r = 0.579$, $p = 0.000$). This signifies that psychological and emotional influences play a key role in shaping customer perceptions of store ambiance.

From the above table, elements influencing store entry are highly correlated with store environment and design ($r = 0.593$, $p = 0.000$). This indicates that an attractive store environment significantly impacts a customer's decision to enter.

From the above table, technology-driven visual merchandising has a weaker but significant correlation with store environment and design ($r = 0.295$, $p = 0.000$). This suggests that while technology-driven merchandising contributes to store appeal, its influence is relatively lower compared to psychological and environmental factors.

Findings

- Majority (60.3%) of the respondents are male.
- Most (40.8%) of the respondents belong to the 18-25 age group, followed by 26-35 years (34.1%).
- Majority (50.3%) of the respondents are employed.
- Most respondents (40.8%) have an income between ₹50,001-₹1,00,000.
- Majority (40.8%) of the respondents shop for clothing on a monthly basis.
- Majority (58%) of the respondents said that psychological and emotional factors are highly correlated with store environment and design.
- Majority (62%) of the respondents stated that the store environment and design significantly influence customers' decisions to enter a store.
- Majority (55%) of the respondents mentioned that technology-driven visual merchandising has a weaker correlation with store environment and design.
- Majority (65%) of the respondents said that there is no significant difference between age groups and psychological/emotional factors influenced by visual merchandising.
- Majority (54%) of the respondents said that there is a significant difference between gender and the elements influencing their decision to enter a store.

Suggestion

- Use recyclable materials, energy-efficient lighting, and minimalistic, sustainable branding.
- Introduce mild, pleasant fragrances to enhance the sensory experience and influence shopping behaviour.
- Arrange best-selling and high-margin products at eye level and near store entrances to attract maximum attention.
- Enhance digital merchandising with interactive elements like AR-based virtual try-ons.
- Improve store ambiance with strategic lighting and appealing window displays.
- Train sales personnel to enhance customer experience through professional grooming and engagement.

CONCLUSION

This study highlights the strong influence of visual merchandising on consumer behaviour, with store design and ambiance shaping purchasing decisions. While store layout and aesthetics significantly impact shopping preferences, technology-driven merchandising shows a weaker correlation. Gender differences affect merchandising effectiveness, whereas age has minimal influence. To stay competitive, retailers should integrate AR, AI-driven recommendations, and interactive displays to enhance engagement. Sustainable practices, like eco-friendly materials and energy-efficient lighting, also boost brand reputation. Businesses that adapt to consumer needs, embrace innovation, and create seamless shopping experiences will strengthen customer loyalty, enhance brand perception, and drive long-term profitability.

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