

DEVELOPMENT OF WINDOW DISPLAY AS PART OF CONTEMPORARY ADVERTISING

FINAL REPORT OF
UGC MINOR RESEARCH PROJECT
Ref: MRP (H)0669 13-14/KABA024/UGC-SWRO

2016



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Minor Research Projects' MRP (H) under the UGC pursuing small researches that peruse any subject of choice, and it also enables the academic fraternity in documenting their study. It facilitates teachers who bring practical approach to subjects that become demonstrable and enhance our abilities to impart knowledge and critique. It is particularly true of faculties involved in imparting practical oriented subjects like Applied Art for instance, I am one of them. Its my pleasure to thanks the UGC for giving me an opportunity to express my ideas through research work.

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ABSTRACT

The high pace emergence in global market, respective product globalization, technologies and way of businesses have made it inevitable for a retailer to think about consumer perception centric efforts and initiative that might attract customers to make purchase decision. In the present day scenario attracting consumers and motivating them to make purchase decision is of paramount significance. With such dynamism in product, trends, and most importantly the consumer buying impulse, retail industry has also been making efforts to develop certain effective measure to motivate consumers to make purchase. The development of visual merchandising window display is one of the most effective approach to motivate or manipulate consumer buying characteristics. Implementation of visual merchandising window display has been the most significance measure to make consumer aware about product, promote products and attract them that eventually turns into increased footfalls at the retail outlets. India being the world second largest population and market has attracted attention of national as well as foreign investors, where the investor whether being a small scale or large intends to gain more and more benefits. Under such situations, understanding consumer behaviour and perception towards visual merchandising window display can be of paramount significance. With these motivations, in this thesis a mixed research paradigm based study has been done to assess the influence of visual merchandising window display for retail business development and growth.

Being a qualitative and quantitative research paradigm based study, in this thesis various key aspects such as the factors influencing consumer buying behaviour, significance of visual merchandising window display in retail business growth, etc have been examined through literatures as well as primary data (questionnaires based data collection) analysis. In this thesis, a case study has been done to examine the effectiveness of visual merchandising window display in south Indian retail industry. The primary focus has been made on assessing the impact of window display in increasing sells in retail industry and motivating consumers to make purchase decisions.

Considering methodological aspect of the research, in this thesis a mixed research paradigm including qualitative and quantitative approach has been considered. In case of qualitative approach varied literatures discussing visual merchandising window display and its significance towards consumer buying impulse change and resulting retail business growth have been studied. Meanwhile, in quantitative approach, the questionnaire based data collection approach was done, where different constructs representing the significance of visual merchandising on the retail business development and sells increasing strategies, especially for south Indian retail market has been examined. In analytical research work, the responses have been collected from consumers, retailers and visual merchandisers from different south Indian cities, such as Bangalore, Chennai, Hyderabad, Kochi, Mysore etc. Here, a total of 700 respondents including 500 customers, 100 retailers and 100 visual merchandisers have been interviewed. Here, analysing the data collected using statistical approach for significance of visual merchandising window display and its significance to increase customer's footfalls, manipulate their purchase intentions or impulse etc, it has been found that the majority of respondents have agreed that visual merchandising window display is a vital and no doubt one of the best promotional tool to attract consumers and make them aware of the merchandise. It not only increases awareness about the product but also increases sells. In this study, an interesting fact has come into light is that a major section (almost 72%) of the female respondents have stated that they make their purchase intension by seeing certain window display and at least they visit outlet to make their buying decisions. On the contrary, 56% of the male customers stated that they too prefer looking for window display to make their transient purchase decision. As a cumulative outcome of the research, it has been found that approximate major respondents including customers, retailers as well as visual merchandisers feel that window display plays a key factor in motivating consumers to visit stores and make their purchase decision. A major fraction has stated that window display simplifies customers buying process and assists for making quick decision and selection process.

This study affirms that window display can be an effective tool to present a more creative effect than international perception. In addition, considering the trends and emergence of

technologies and their consequences, not surprisingly majority of retailers have stated that the usages of window display or associated virtual merchandising display tools have becomes compulsion for them to maintain balanced business and attract more customers. The overall research outcomes and their respective significances reveal visual merchandise window display can play the significant role in attracting consumers, manipulating their buying behaviour and more importantly increasing footfalls, thus increasing sells. This research also revealed that visual merchandising window display is not just for elite outlets and for elite target customers, rather it is practically needed for all types of retail outlets and retail customers.

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CHAPTER-1

INTRODUCTION

1.1 Background

For any study or research, the in depth and well defined understanding of the research subject plays significant role in formulating new approach to achieve certain targeted results. In addition, it enables readers to understand the subject matter, motivations, research needs and possible resolutions etc to make initiative. The presented thesis intends to study and analyze the significance of varied visual merchandising tools such as Window display (WD) for retail business development, particularly in terms of increased footfalls and raised consumer buying impulse behaviour in the south Indian retail market. The theoretical knowledge of any research objective and domain can provide an immense significance towards understand research work and its utility. Taking into consideration of the significance of window display in visual merchandising in retail industry, in this chapter a well structured discussion of window display and varied other key components of visual merchandising and respective significances towards better retail business development have been provided. Here the prime objective is to provide the theoretical significances discussion of window display, lighting, etc for optimizing visual merchandising that could lead to higher customer's footfall and higher sells at retail outlets. In addition, this chapter discusses the research motivations, research objectives, hypothesis, contributions and the thesis outlines.

The following section briefs about the key theoretical aspects of visual merchandising window display and its associated constructs.

1.2 Visual Merchandising Window Display

Visual merchandising window display resembling product wrapping performs an important role in product selling strategies. Design elements such as lighting, color, material, and art compositions play significant role in attracting products' target groups and stimulating their purchasing decisions pursuant to the theory of "stimulus-organism-response". Delving into determinants of design elements, compositional settings of window display on merchandising could expand the perspectives within these matters to a certain extent. Such rationale led to this research with the following objectives: firstly, to ascertain determinants of window display settings intertwined with product messages and strategies responding to its target groups; secondly, to study perceptions and their differences towards window display in conveying positioning, value, and quality of a product which create customer's desire to visit a shop and purchase a product. Findings of the presented dissertation would be of significance for effective window display designs in order to create a favorable impact towards viewers, to convey designated merchandising strategic messages effectively to a product's target group, to optimally respond to a mission of products and hopefully to provide further impetus for visual merchandizing development.

It is usually a common query by retailers whether the visual merchandising window displays used in their stores add any benefit or worth to the customers experience and value. Retailers want their stores to entice consumers into their stores, helping them to find the goods they need and to encourage them to make planned, unplanned and spontaneous purchases and ultimately provide them with an enjoyable shopping experience. If these displays do not have this desired effect the question comes to pass if it has any value to spend time and money on these displays. The windows display in visual merchandising displays and the type of environmental stimuli these visual merchandising displays create in apparel retail stores could have an effect on consumers' perceptions, which is "the practice where a person observes, selects, organizes and reacts to environmental stimuli in a significant way" (duPlessis & Rousseau, 2003). It is therefore important that visual merchandising displays fashioned in an apparel retail stores influence consumer to reach that store and make a purchase. In current day scenarios the global economic recession and ongoing adversaries it has become

progressively inevitable that retailers establish how their visual merchandising displays are perceived by consumers. In this way they will be able to determine how consumers are truly seeing their product, and how they understand these products. In the presented dissertation work proceeds from a consumer response centered approach to visual merchandising stimuli, in an attempt to holistically think about this area of the retail industry.

Visual merchandising display is the presentation of merchandise at its finest. Display is the glamour, the spark, the stage, the oomph and sparkle that surrounds a store and makes the consumers stop, look and buy what has been placed together with care and presented with skill. Visual merchandising displays use creative techniques to save both the sales person's and the shopper's time by making shopping effortless. The visual merchandising display process is often referred to as the "silent sales person" by providing the consumers with information through visual mediums, as well as by suggestive selling - suggestions to add items to a consumer's original purchase. This process is often referred to as the visual merchandising communication process. Visual merchandising displays are frequently used to introduce new products or brand extensions to consumers, as well as to decorate a store. This is a planned and systematic approach to display the stock that is available in the store. Visual merchandising displays perform different functions in an apparel retail outlet, such as supporting sales, to support the retail strategies, to communicate with consumers and to assist in communicating the fashion retailer's brand image. Displaying merchandise in windows was the first sign of visual merchandising displays, thus it was born to increase sales by first attracting shoppers through the power of window displays and then through in-store visual merchandising displays. These displays encourage the consumers to remain in the store, purchase the product, and have a positive retail experience in order for them to return to the same store. Retailers realize that the way in which they use visual merchandising displays has the power to create images of the products in the mind of consumers. Visual merchandising displays are now a significant tool for retailers in order to attract and entice consumers.

Considering a generic hypothesis that the implementation of visual merchandising window display influences consumers to make purchase decision, in this thesis an empirical analysis based study has been done. Here, various visual merchandising window display constructs have been examined and their respective significances for south Indian retail market have been assessed. The presented thesis could be beneficial to the south Indian retailers as consumers' perceptions towards visual merchandising window displays were uncovered.

The following section discusses the components of the window display designs and their respective significances to increase the footfalls at the retail stores or outlets.

1.2.1 Components of Window Display Design

Within a defined scope of the presented thesis, window display is of great significance as it is a vital component of visual merchandising that exhibits an attractive, perception manipulating and eye-catching attraction akin to a magazine cover. A comparative study was done to underscore the employability and function of a window display that "if Selfridges were a magazine, the windows would be the front cover (Morgan, 2008)." Some of the key components of window display which play significant role in consumer buying behavior perception manipulation are given as follows: (Diamond and Diamond, 2007; Morgan, 2008; Pegler, 1983):

1. Color significantly captures transient attention of a viewer;
2. Lighting plays significant role in creating moods and reduces insignificant areas while focussing others;
3. Material plays significant role in adding up beauty to the window display;
4. Composition represents the well defined arrangement of lines, forms, shapes, and color into certain optimal leasing whole which directs the viewer's eye to the different bits and pieces of the setting and relays a particular message;
5. Prop visually supports other displayed items;
6. Textual style (signage and graphic) does not only convey a message but also enhances window display's sophistication;
7. Mannequins are mere players and all windows are stages; and

8. Merchandize is to create harmony in a window display.

These eight design components are integrated with a theory of consumer motivation in the development of 3D photographic images.

A number of distinct definitions of retailing exist, each with their own core attributes. With the demands placed on consumer's disposable income and the worsening economic climate the competitive environment has changed and consumers are now in a position to be more challenging and choosy – extending the strain on retailers. As a result of the above factors existing in the retail environment today, every retailer strives to lure consumers to enter their store and this is done by having the most stimulating and visually appealing retail environments. The plan is to create an atmosphere where consumers can shop in an enjoyable and visually pleasing environment for the colours, fabrics, value and styles they want. In order to achieve such visually appealing retail environments, retailers make use of visual merchandising window displays.

1.2.2 Window Display in Visual Merchandising

Visual merchandising displays in retail can be regarded as “visual features that create attention or pleasure in a store with the aim of enhancing the shopping experience of the customer” (Mathew, 2008). Fundamentally these displays are used to beautify and decorate a store by adding further objects, props, fixtures, materials, posters, frills, and colors to a store in order to enhance the appeal of the products on offer. The elements of visual merchandising displays, among others, include: store design, signage and graphics, atmospherics, fixtures, and props. These elements are used in the process of visual merchandising window display.

The goal of visual merchandising is to display a store together with its merchandise in such a way that it will draw the attention of a possible consumer (Levi & Weitz, 2009). According to Mathew (2008), visual merchandising is the creation of visual displays and the arrangement of merchandise assortments within a store to improve the layout and the presentation of the store in order to increase store traffic and sales. The

visual merchandising display process is often referred to as being the “silent salesperson” by providing the consumers with information by means of visual mediums as well as by suggestive selling (Bhalla & Anuraag, 2010). These visual merchandising displays make use of inventive techniques in order to save the sales person’s as well as the shopper’s time by making shopping easier and quicker.

The retail industry has changed considerably over the years and this has created a number of challenges to retailers in the form of visual merchandising displays and window displays. New formats decode into new ideas and originality. For example, Pegler (2010) pointed out that due to the size of super stores and department stores, they need to be “warmed up” by using the correct atmospherics and display methods. Visual merchandising displays are often used to launch new products or brand extensions to consumers as well as to beautify a store. This is a planned and orderly approach to display the stock that is available in the store. Visual merchandising displays is used to great effect in retail outlets to carry out different functions such as to assist sales, to aid the retail strategies, to converse with consumers and to assist in communicating the apparel retailers’ brand image. Retailers realize that the way in which they use visual merchandising displays has the power to create images about the products in the mind of the consumers’ images that will affect future support and perceptions of the product and brand. Visual merchandising displays are now a significant tool for retailers in order to draw and lure consumers into their stores.

1.2.5 Store Designing with High-Converting Displays

It is of paramount significance to recognize that the field of visual merchandising window display encompasses a lot of distinctive retail design topics and covers everything from creating the window display a prospective customer first sees, to the signage to put up and the layout to decide on to direct the traffic and a whole lot more. No doubt, the effective way to attract customers towards store is by designing good displays. Typically, it takes three to eight seconds for a customer to get attracted to a certain display, this is why it’s extremely important to have attractive and well designed window

display with a proper theme and color tone which fit the store or brands image. Window displays are an important means by which retailers communicate with both current and potential consumers.

1.2.5.1 Interior Signage

Signage is a critical part of interior display and point of purchase promotion. Store signage that communicates a sales message to the customer can make up for lack of sales personnel. A good point-of-purchase sign, properly placed, acts as a salesperson without wages. Signs were originally used to identify a store, name various departments and announce sales and sale merchandise. Although this is their primary purpose, signs also commonly advertise vendors, colors, styles, quality and prices. They can be used to explain customer benefits and describe merchandise features. Benefit signs or a combination of benefit and price, are one of the most effective merchandising tools.

A good sign provides the most information in the fewest possible words.

In general, the point-of-purchase signs or shelf talkers should:

- *Draw the customer's attention to the product.*
- *Identify the merchandise item being sold.*
- *State a customer benefit.*
- *Tell something about the product that they do not know or understand.*
- *State the price of the item.*

1.2.5.2 Exterior Signs

A sign is a silent salesperson, and part of a shopper's first impression of a store. In less than 10 seconds the sign must attract attention, tell who the business is and what it has to sell. An effective sign will communicate what type of business is being conducted. A sign's design conveys a great deal about the business inside. A stark design and limited materials may suggest discount prices and no frills. Elegant and expensive sign materials may suggest luxury goods and services. Signs may also be used to target a specific market segment such as youth, women, senior citizens, singles, etc. Where many signs compete for customer's attention, design and logo become even more important. They

should be unique, noticeable and readable. When preparing a sign to draw the customer's attention, consider size, shape, materials, lettering, height, placement and structure. For example, among several rectangular signs in close proximity to one another, construct an oval or circular sign that will stand out. Simple, brief, well-designed, well-lettered and easy-to read signs do convey a feeling of welcome and hence plays significant role in attracting consumer attention. Design graphics appropriate for the nature of the business, and create a message that is clear and simple and hence it should always be tried to emphasize on one or two key words to characterize the business. Signs with unlit or missing light bulbs, flaking or faded paint, or cracked and peeling backgrounds can hurt the overall store image. A shabby or dilapidated sign implies a lack of concern with the business image, and a sloppy, poorly managed business and therefore it should be maintained well so as to attract the consumers and invite them to raise footfalls and eventual sells.

1.2.5.3 Marquees

This special type of sign is used to display the name of a store. In general, marquee is stand out from the other businesses to attract attention. A marquee on some older buildings is a permanent canopy projecting over an entrance that provides protection from the elements. It can be used to announce a change in seasons, a special event or a promotion. The top of the permanent canopy (marquee) provides an opportunity to showcase seasonal displays or special promotional banners.

1.2.5.4 Banners

Banners are used increasingly as an inexpensive but colorful, eye-catching means of promotion. A new and interesting appearance can be offered by changing the banners frequently. Consumers will think exciting changes are taking place, and be drawn into the store. Banners can be hung from flagpoles, projected from the building or hung flat against the exterior. Consistency is an important aspect of retailing used to maintain a businesses' image and identification. The design concept used on the banners will be

more effective if an attempt is made to carry the colors and graphics throughout the store, and on promotional materials and newspaper ads.

1.2.5.5 Awnings

Color and appeal can be added to a store's exterior with the use of awnings. They provide the customer with protection from weather and makes viewing the window display more pleasant as it reduces heat, cuts down on glare and reflection, and prevents fading of the merchandise from exposure to the sun. However, an awning in poor condition may do harm by distracting from the total store image. Many businesses are updating their storefronts with new back-lit awning systems. Other names for these may include electric awnings, interior lit canopy signs, and back-lit conventional awnings. These modern-looking awnings are used on new as well as older buildings and are usually bright and attractive, especially at night. It motivates consumers and attracts towards retail outlet or establishment.

1.2.5.6 Walks and Entries

Approximately 75% of first time customers remember a store's entrance, which provides the first and last view of the store's interior. Picture walking up to an expanse of wall whose flat surface is pierced only by a plain glass door, as opposed to the protective feeling offered by walking under a porch or canopy. A properly designed canopy or porch not only protects the customer in bad weather, but can add to the aesthetics of the building. Entrances that allow shoppers to come into a store without being aware of their entering, is also becoming more popular, as it has no doubt influence on consumer buying decisions.

1.2.7 Consumer perceptions towards Window Display

When entering a retail store, consumers act differently towards the stimuli and ambience around them; they either pay attention to it or overlook it. Each and every message fashioned by a retailer is done with an explicit purpose in mind. However

consumers become apparent to make their own decisions by familiarizing the message that is created by certain feelings or stimuli to fit in with their own unique desires, experiences, and prejudices.

Figure 1.1 illustrates the varied elements contributing towards a store's atmosphere and that the store atmosphere could have an effect on the consumers' perceptions of a specific store (Blythe, 2008). Consumers' perceptions of a store's atmosphere can ultimately lead to positive buying behaviour (Evans, Jamal & Foxall, 2009). The first group of components that influences consumer perception is proxemics, kinesics and paralanguage. Proxemics represents the use of physical space in conveying a perceptual stimulus. For example, a sales assistant in a retail store might stand too far away from the consumer which could be interpreted as the sales person disliking the consumer, or stands too close which could invade the consumer's personal space. Paralanguage states the way words are employed. Kinesics is the reading of body language, for instance facial expressions and motions or more formally, non-verbal behaviour (Blythe, 2008).

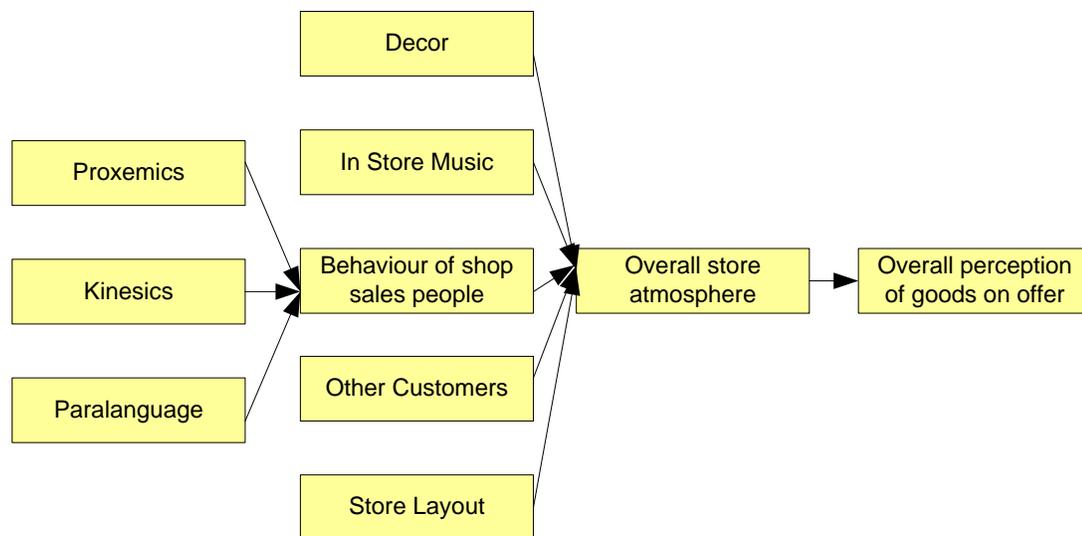


Figure 1.1: Perception and visual merchandising

The most important element in window display is used to be décor. Décor includes the use of visual merchandising displays and window display to furnish and decorate a store or retail stores. Figure 1.1 illustrates, store décor has an impact on the overall store

atmosphere and ultimately affects the consumers' perceptions of the store and the goods the store offers.

A consumer's judgment to visit/revisit a retail store can be prejudiced by the visual merchandising displays used in store. If consumers' perceptions –“a process of examination in which the outside world is passed through a filter and only the most significant or appealing things make it through the filter and impact the consumers” (Blythe, 2008) of the window display or visual merchandising displays are optimistic they can decide to return to the store; however if they have a downbeat perception they might not return to the store again. Consequently, the retail environment that is formed by using window display or visual merchandising displays is able to guide consumers' thoughts about the merchandise, the service quality and the consumers' satisfaction of the store.

The retailers have to be familiar with how their visual merchandising displays are perceived by the consumers. It is necessary to identify what consumers are really seeing and how they infer it. By establishing how visual merchandising window display are perceived by the consumers, it could be advantageous beneficial to apparel retailers to support the internal focus of their visual merchandising displays with the consumers' expectations. It appears that although the visual merchandising displays affect the consumers in terms of their total perception of the retail store, they are not completely reliant on the displays to make their purchasing decisions. In fact, if they are specifically shopping for a certain item, they may not even notice the displays unless the product they are searching for is, in fact, part of the display.

1.2.7.1 Consumer Behavior

The world consumers live in is rich with ambience. When entering an apparel retail store, consumers act differently to the sensations and stimuli around them; they either pay attention to it or they ignore it. Almost all message generated by an apparel retailer is done with a specific purpose in mind. However, consumers transpire to make

their own decisions by adapting the message that is created by certain sensations or stimuli to fit in with their own unique experiences, desires and prejudices.

Consumer behaviour can be defined as “...the study and analysis of individuals, groups or organizations and the processes they implement to chose, secure, apply and arrangement of products, services, experiences, or concepts to satisfy requirements or needs and the influence that such processes have on the consumer and society...”

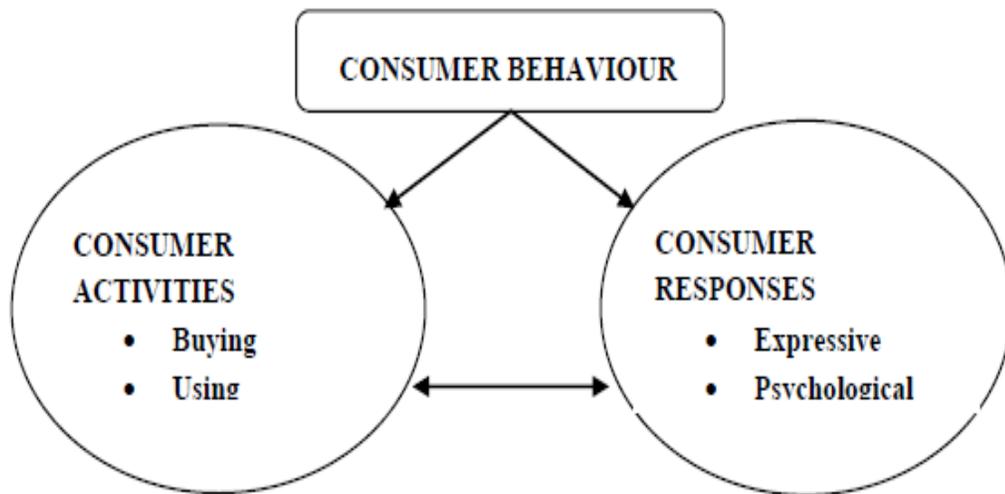


Figure 1.2 Consumer behavior

The above mentioned figure indicates that consumer behavior consists of consumer activities and consumer responses, that both influence each other. Therefore, a consumer’s expressive, psychological and social responses will have an influence on their buying, using and disposing activities, and vice versa. An expressive response reveals a consumer’s passions, feelings and their frame of mind. Furthermore, above figure also refers to psychological responses that consist of a consumer’s thought processes, judgments, attitudes and values and could include a consumer’s feeling toward a specific apparel retail store. A retailer’s store environment could also influence the consumer’s purchase decision, for example, if a consumer wants to buy a new winter’s coat, both pleasure and indecision may form a part of his/her expressive response due to the various

decisions that have to be made. The consumer will have to decide on a specific product, store, brand, style and colour, as well as on payment method.

Above mentioned figure (Figure 1.2), the consumer could imagine wearing the coat, making a psychological list of characteristics the coat should have in order to enhance the decision-making process. The social responses include a consumer's obvious actions during a purchase decision. The consumer will start by comparing different stores and brands with one another, paying attention to different advertisements, trying on different coats, and obtaining opinions from friends or family. If a consumer is not completely satisfied with the store environment, he/she might make a psychological choice not to enter the store, therefore deciding not to purchase the coat from that specific store. All of these actions could have an influence on the way consumers behave. Apparel retailers have to establish how their visual merchandising displays will be perceived by the consumers. It is essential to identify what consumers are actually seeing and how they interpret it. By establishing how visual merchandising displays are perceived by the consumers, it could benefit apparel retailers to align the internal focus of their visual merchandising displays with the consumers' expectations.

1.3 Research motivations

In recent years there has been high pace revolution in the retail industries and even the changes in the customer perception and interest has been increased significantly fast. India being the population of 125crore is one of the biggest market place and hence have grabbed global attention. In this continuation, the retail industries and associated merchandises have been introduced gigantically. The rise in trends, customers choice, huge alternatives etc have made this industry most competitive. Under such circumstances, attracting customers and manipulating their purchase intension can be of paramount significance. Considering especially south Indian market, unlike previous few decades, in recent years the emergence of economies, regional taste changes and rise up of cities such as Bangalore, also stated as the Silicon valley of India, Hyderabad, Chennai, Cochin, Trivandrum etc., have attracted global retail industries to establish its

foot prints. Under such circumstances, a large number of investments have been made especially for retail industries, irrespective of the scale of investment. With such competitive environment, no doubt there exist two business presence, one supported with huge financial, technical supports, while one segment still follows up the conventional retail approach. Such never ending gaps have created a vacuum between these two type of establishment, and therefore to cope up with the market dynamism, customer taste changes etc, it is of paramount significance to explore the effectiveness of those varied factors of retailing principles which can be significant to attract consumers and footfalls could be raised. The existing literatures reveals that the techniques and retailing principles such as visual merchandising window display has the significant impact on consumer purchase intension. In previous studies major emphasis has been made on assessing the impact of VM tools or window display in retails either for certain specific retail establishment or company or the metro cities such as Mumbai, Delhi etc. As per the present awareness, no significant study has been made on assessing these factors especially for south Indian retail market. This research gap has been considered as the motivation for further research and this study considers these gaps as the motivation to study and analyze the impact of window display visual merchandising in South Indian retail market.

The proposed research objective of the presented thesis is given as follows:

1.4. Research Objectives

Taking into consideration of the presented research or study needs, in this thesis certain research objectives have been formulated. The overall research objectives defined are given as follows:

- To examine the use of basic principles of window display visual merchandising.
- To analyse the importance of window display as an effective promotional tool in marketing promotional tool for retail marketing.
- To examine the consumer behaviour towards VMRD Visual merchandising window display

- To study the knowledge, attitude and practice of storekeepers with respect to window display

1.5 Research Contributions

Taking into consideration of the significance of the study of the visual merchandizing window display in South Indian retail industry, the presented study has numerous significances. Some of the predominant contributions of the presented study are given as follows:

- The presented study explores the major aspects of the visual merchandising window display (VMWD) and its significances to increase consumer buying behaviour or purchase intension. At first varied theoretical aspects of VMWD has been studied in depth that enables a reader to understand the basic of these retail management strategies. Therefore, the well defined discussion of this key concept can be of paramount significance for the readers, retailers and other retail industry stack holders to enhance their operational strategies.
- Unlike major existing studies where either the focus has been made on the study based on the available literatures or the secondary data based analysis, in this study and research the mixed research paradigm ahs been applied. The proposed methodology incorporates both the qualitative as well as qualitative or analytical paradigm to perform research. Hence, the relevance and validation of this research is better than conventional approaches.
- Considering analytical or the quantitative research paradigm, in this study all the stake holders such as retailers, visual merchandisers as well as consumers have been considered and their respective view points towards VMWD have been collected and analyzed. This affirms most effective analysis and realistic scenario presentation. Therefore, the outcome of the study can be significant for the retail establishments as well as retailers to strengthen their business strategies.

- This study has also discussed varied VMWD tools and their respective significance and consumer preferences. It can be helpful for a retailer to make better business decision.
- More significantly, the presented thesis work or the study has explored the impact of VMWD and its impact on the consumer buying behaviour or purchase intention. This can be of paramount significance for readers, researchers, retailers, as well as consumer too, to make better decision process.
- Considering thesis presentation, this thesis has discussed above factors theoretically as well as in terms of statistical analysis, and therefore it would be easy and helpful for the readers to understand subject matter.

Considering the aforementioned key contributions, it can be found that the presented thesis has significant contributions that support its acceptability towards intended research work and its further presentation.

The overall presented thesis outline is given in the following sections.

1.6 Research Outline

This is the fact that a well defined and structured presentation of research plays significant role in transferring optimal knowledge transfer. With these objectives, in this research the overall research presentation has been divided into five chapters, where each chapter represents distinct contents and objectives. A brief presentation of the research outline is given as follows:

Chapter-1 Introduction

Introduction or the introductory of a research plays a very significant role for providing brief of the proposed research work and varied other factors. Considering the significance of an effective introduction, in this chapter, the research background, research motivations, research objectives, and research contributions etc have been discussed. A brief of subjective discussion such as visual merchandising window display,

principles of window display and its significances, consumer perception towards window display etc have been discussed in this section.

Chapter-2 Literature Survey

For any kind of research, literature survey or review is considered as the backbone for future optimization or enhancements. Considering these needs, here in this chapter, the literatures studied for the presented research work have been discussed. Predominantly this chapter discusses the research and studies related to consumer buying behavior and purchase intension etc are discussed. The literatures discussing visual merchandising window display and its significances are discussed in this section.

Chapter-3 Research Methodology

In this section of the presented manuscript or dissertation, the research methodology considered is discussed. Various significant components, such as data collection, questionnaire preparation, population definition, sampling process, tools implementation, statistical analysis paradigms etc and other methodological approaches are discussed in this Chapter.

Chapter-4 Data Analysis and Discussion

In this section, the statistical analysis of the collected responses from retailers and consumers are discussed. Data analysis using different statistical approaches, such as reliability test, mean, standard deviation, Chronbach Alpha values estimation, correlation estimation etc, to evaluate the significance of visual merchandising window display for retail business development and management, significance of window display towards consumer buying behavior or purchase intension manipulation etc have been discussed in this section.

Chapter-5 Conclusion and Future Work

In this chapter the conclusions of the proposed research and its significances have been mentioned. The overall system models and its implemented outcomes have been discussed in this chapter and the respective conclusions have been discussed.

Reference

In this section, the references used in this dissertation are mentioned.

CHAPTER-2

LITERATURE SURVEY

2.1 Background

This section primarily discusses the literatures presenting visual merchandising window display and its significances for retail industry. A number of aspects of visual merchandising have been studied and numerous articles, journals, books and learning resources have been considered for this survey. A brief discussion of a number of literatures and their respective conclusions or statements are discussed in the following sections of the presented thesis.

2.2 Visual Merchandising and its significance

The author Berretto (2007) in his article "*Tricks of the Trade*" pointed out about visual merchandising that When used effectively, the basic components to the concrete aspect of store design color, texture, light, music can enhance store appeal, it also invites a person to touch and is what the body remembers. Vedamani (Book: *Retail Management*, 2012) stated that, visual merchandising is inevitable and its relevance can be found in abundance across retail industry where it play vital role in presenting products in a way that cause them to be sold quickly, and at the highest possible retail margin. Secondly the visual seduction that charms the customer results in add-on-sales. The third and the predominant role of visual merchandising window display is the creation of the merchant's retail image that connects to the lifestyle of customers and the related community. In addition, they stated that visual merchandisers face three predominant challenges. First, the issue to maintain the store atmosphere consistent with the store image, second the way to influence customer buying behaviour with well

designed store layout, and atmosphere and the third which is of paramount significance is the costs associated with each store design.

Andrew et al (2007) in their book '*Retail Environment and Operation*' defines *merchandiser* as one who targets the right people, with right merchandise at the right time in the right place or the suitable floor space and sufficient merchandise.

Dalal M. (2009) in 'Managing merchandising', stated merchandising as the process to enable right goods at the right time by means of optimal medium to increase business growth. Dalal, M. (2010) discussed the role of merchandising by characterizing '*Mechanics of retail merchandising*'. He stated that retail merchandising encompasses a continuous watch on the pattern of sales occurring at different retail outlets, comparing them with the targeted sales and make corrective practices.

2.2.1 Visual Merchandising: A Catalyst in Retail Communications

Visual merchandising is an activity, which coordinates effective merchandising selection with effective merchandising display. In this context, it will be affecting to a positive psychological or behavioral outcome, ultimately leading to purchase. According to Andrew J et al (2007) visual merchandising refers to display to increase consumer interest in and desire for the products offered for sale. It includes the use of fixtures, decorations, signs and samples for the merchandise to create window and floor displays. Visual merchandising may help divide the store into recognizably different areas, such as men and women's clothing and create different moods in each according to the target customer.

Kerfoot et al (2003) highlighted on the integration between visual merchandising and retail communication. Waters S. (2012) in an article '*Attractive displays*', gave *varied* suggestions to create an effective and attractive window display using visual merchandising tools. She stated that visual merchandising tools can attract the customer to come in, promote a slow moving item, announce a sale or welcome a season. Santosh Nair (2011) in his article "*Inspired by passion*" stated that "Today as mass media takes

central stage when budget are allotted, Visual Merchandising is always given an afterthought. Nonetheless, the scenario has drastically improved. However, it's about time retailers understood that merchandise is sold as a result of in-store presentation rather than all other forms of marketing and advertising communications.

2.2.2 Visual Merchandising: An Aesthetic Appeal to the Customers

Aesthetic aspect enhances or increases sales as it motivates customers on fashion, new arrivals, and trends. In addition, it assists in coordinating and accessorizing the add-on sales. Chaudhary (2008) in the article '*Trends in Visual Merchandising in India*' described the macro trends of visual merchandising stated that it is subtle in current day retail market, even is economical. The author further mentioned that display is a technique of showcasing merchandise by putting them in a fashion which is aesthetically appealing and at the same time is able to convey a story line. Authors have stated visual merchandising approaches as the 'Silent Salesman', which can significantly increase the footfalls and attract shoppers to make purchase.

2.2.3 Visual Merchandising – As a Promotional Management Tool

The author Lea- Greenwood, Gaynor (1998) in article '*Retail and Distribution management*' integrates visual merchandising with promotional management. They stated that visual merchandising within a window plays the same role as is done through TV, radio or other advertising channels. Pegler in his book '*Visual Merchandising and Display*' 6th edition stated that during a recession, depression or in a financial crunch, Store owner may take money out of the display budget and put more money into media, advertising.

2.2.4 Visual Merchandising - Customer Loyalty towards Store

Siders et al (1999) in "*Consumer desire to buy and use products in international markets; How to capture it, how to sustain it*" discussed about the vital element of customers loyalty. They stated that in today's competitive markets, where consumers have

significant options, marketing resource expenditure strategies must be guided by the answer to three fundamental questions, namely - who are the customers?, what are their needs and wants?, and most importantly, what do they think of the organization's products, and marketing efforts?

2.2.5 Visual Merchandising – A Catalyst for Impulse Buying

In-store browsing may be a link between internal and external factors act as an important component in the impulse buying process. A customer who browsed in a store makes more unplanned purchases than non-browsers in a regional mall setting. As a customer browses longer, he/she will tend to encounter more stimuli. The store stimuli serve as a type of information aid for those who go to the store without any predetermined of what they need or buy, and once they get into the store, they are reminded or get an idea of what they may need after looking around the store. Consumer's impulse buying behavior is responses made by being confronted with stimuli that provoke a desire that ultimately motivate a consumer to make an unplanned purchase decision upon entering the store. The more the store stimuli, such as visual merchandising, serves as a shopping aid, the more likely the possibility of a desire or need arising and finally creating an impulse purchase.

Author Raaker (2008) stated that a visual merchandiser very beautifully put down the steps of visual merchandising. She stated that the job starts from the street outside the store where the first intend of attracting customers has to be accomplished. She stated that the creative and interesting window displays attracts the eye of people walking by and draw them into the store. *Raaker (2008) stated another* objective as to influence the customer who enters the retail outlet, by letting them feel respected and comfortable to spent time and make purchases. Further she stated the next step as the process to *inspire* the customer by creating product displays that will show the customer how an item might fit into their everyday life.

The next aspect is *identification and convenience* of customers. Meanwhile, the journal on *Business and Economics – Marketing and Purchasing*, Joseph Weishar (2013)

of New Vision Studios said that shoppers make their purchases based in response to specific stimuli, and retailers who want to increase their sales need to understand those responses and merchandise those store accordingly.

Visual merchandising is what directs shoppers to buy products. The author further stated that while sales promotion and advertising may bring customers to the store, visual merchandising is what directs them to the products. Between 60% and 90% of all buying decisions are made on impulse at the point of purchase. "In-store impulse sales are driven by the visualization of the product in the right atmosphere," said Weishar (2013). "Visual merchandising is the key." The whole point of visual merchandising, the speaker noted, is to get the customer to stop and browse. To achieve this, in-store presentations must make the product stand out, to catch the consumer's eye from a reasonable distance.

2.2.6 Visual Merchandising: Store Environment and Design

Kerfoot et al in (2003) '*Visual merchandising and the creation of discernible retail brands*' mentioned that there are three types of interior display- Merchandise display, point of sale display and architectural displays. Authors further writes about merchandise display in context to physical in store environment and stated that it has frequently been suggested that "good" interior design within a store can maintain customer interest, encourage customers to lower their psychological defenses and make a purchase. Given that up to 90 per cent of the cues provided by an environment are digested through sight Edwards and Shackley, (1992) it follows that many environmental cues in the retail context are visually communicated. The author had focused on the visual aspects of totality of merchandising within the store. In doing so he focuses on the retail built environment and focuses on issues concerning: colour, lighting, shape and space. However, consideration is also given to issues of layout and fixturing as well as merchandise and presentation. The approach focuses on consumers' responses to the various retail environments and "reasons" for these responses. It centers on the development of "approach or avoidance" behavior as the result of "pleasure, arousal and dominance" was being generated by the environmental stimuli Mehrabian and Russell, (1974); Donovan and Rossiter, (1982); Donovan et al., (1994).

Maier R. (2010) stated that store image and sales are generally influenced by the method of merchandise displays, as window displays, create traffic while in-store displays really sell the products. They stated that to increase the sales, every inch of the store should be considered a potential display space. He further explained that, external and window displays are most valuable assets for a retailer and play a huge role in creating traffic for the store and they should be changed a dozen of times during the year. They stated in their study that the decisions on interior and exterior displays should reflect the knowledge of customers, products and the store's desired image.

Kleinman (2002) stated the importance of store design to entice shoppers and reinforcing brand identity. The writer explained that as stores continue to fill sales floors with merchandise similar to that of their competitors and while a sluggish economy forces many consumers to tighten their purse strings-designers who have retail units, as well as specialty retailers, are seeking out ways to differentiate themselves from each other in order to increase foot traffic. They stated that "the ideal store is one that appeals to a cross section of the public and that "pulls the customer all the way through," not only to make a purchase, but to understand what the store sells.

2.2.7 Visual Merchandising - As Silent Salesman

Jim Dion (2012) stated that visual merchandising is an art and science of displaying merchandise to enable maximum sale. VM is a tool to achieve sales and targets, a tool to enhance merchandise on the floor, and a mechanism to communicate to a customer and influence customers decision to buy. The author Gibson Vedamani (2012) in his book *Retail management, principles and practices* explains *Visual merchandising*, as the '*Silent Salesman*'. According to him it is the science and art of suggestive selling by display and presentation. Visual merchandising focal points are located strategically to circulate the customer in the store, and communicate the features and benefits of the merchandise besides the in-store promotion in vogue. This is done by converting a passerby to browser with an effective window display, a browser to a spender through the process of 'conversion', a spender to a big spender through the process of cross merchandising.

Surrenderar (2001) in their study stated that marketing brings horse to the water but visual merchandising makes the horse drink. He believed that visual merchandising is the most impactful communication tool which drives the customer in and also plays a role of silent salesman. He further stated that visual merchandising had two aspects, one is commercial part and other is aesthetic done within the store to immediately arrest customer's attention.

Nath P. (2010) in his article '*Mannequins: The art of Silent Sales*' **characterized** mannequins and its significances and stated that it plays vital role in promoting sales, attracting customers and showcasing a brand to its advantage. He further added that mannequins play a crucial role in pushing any merchandise off the shelf and help to convert slow moving merchandise to fast moving merchandise by using effective display techniques. Mcewan H. (2010) stated that visual merchandising and window dressing is the key to improve sales. In addition, he characterized VM as an influential factor that not only allows potential customers to view the stock, but also used to encourage them to make that important purchase.

2.2.8 Visual Merchandising –A Sensory Retailing Mechanism

Mathew (2004) stated that is very important for retailer to understand that he cannot win over the customers by only visuals and window displays. The emphasis has moved away from in-store product displays, towards elements that excite the senses of shoppers such as flat screen videos or graphics, music, smells, lighting and flooring that tend to capture the brand image or personality and help to create an unique environment and shopping experience.

Singh D. (2008) discussed about a mini survey done by NIFT Delhi, whose objective was to find out how visual merchandising impacts attitude, perception, motivation, learning and memory psychology of a consumer and stated that major customers are motivated by window display and mannequins due to aesthetics reasons.

Anurag et al (2007) discussed about the science of shopping, which is music. He stated that shopping is not just acquisition of goods and services, but also gives the

shopper a sensual pleasure, a sense of involvement, a romance with the items and the surroundings and a feel good factor. Smitha Samuel (2011) put down the views of many visual merchandisers regarding the importance of color in the display and design. They found that colors attract as well as have the power to make a customer spend that extra little time in the store”.

2.2.9 The elements of Visual Merchandising

The author Swoboda, Debby (2007) stated that Effective signage can serve as a "silent salesman." She writes that if the products are slow moving or not selling than one should use creative signs such as "manager's special," "employee favorite," "10% off" or "buy one, get one free" to help it sell. Signage is the key to visual merchandising and can help bring sales to a "non-mover" item. The simplest way to attract customers to a product is through visual merchandising.

Tyreman, et al (1998) stated that Visual merchandising the art of dressing merchandise display areas with theme-oriented props creates a mood for buying. People want their senses to be indulged-to feel good about what they are buying, where they are buying it and how they are going to feel about consuming it. It is a retailer's responsibility to deliver to the customer these "feelings" when they are shopping. Sorensen L. (2010) affirmed that a creative and skilled retailer can use the art of visual enough to buy merchandising to breathe new life into a sore and the products there in. According to her visual merchandising consist not only the presentation of items on the store shelves but also on window displays, counter display, main aisle tables, end caps and special showcase displays.

Pirakatheeswari (2009) emphasized about the importance of window display and its significance as a dynamic form of advertising. She stated that window display is the fine art of displaying store merchandise in the store window and the retailers who are able to attract and sustain customer's attention are successful. A window display is the first impression on the customer and it can convey what age group or income group of customer the store caters to. It also leads to impulse buying. Bapna M. (2010) stated that

window display is the face of a shop and no retailer can afford to ignore the power of effective window display, because the front facade of any store is the first point of contact of the customers with the store. The front window is the calling card. The whole look and feel of the window actually shapes up the customer's impression about the store and its merchandise. Keige (2010) stated that retail signage or store signage is designed to grab customer's attention immediately after they enter the store. Swati (2010) presented window display as one of the most exciting aspects of Visual merchandising as they communicate style, content and price and they can be seductive, exciting or based on emotional stimulus through stimulation or evocation of all five senses.

The author Trudy Ralston in (2012) in their article, '*Merchandise displays*' discussed about the merchandise displays and keys to successful merchandise display. According to them merchandise displays are special presentations of a store's products used to attract and entice buying public. Merchandise displays are integral element of the overall merchandising concept, which seeks to promote sales by coordinating different sales strategies. Further they mentioned that the merchandise displays can be in several forms such as store front window displays, showcase displays. The key to successful merchandise display are that the display should be economical, utilizing only space, material and products that are already available, and should fit almost anywhere and convey almost any message and finally should be effective and readily visible.

Anonymous (2011) explained about the importance of creating a window display in a stores or outlets in a creative way without being gaudy. According to him a window display is a grouping of merchandise in a retail establishments store front area to show potential customers items that are for sale inside the shop, as that hopefully that will enter the store to purchase these or other goods.

Rose (2011) described the effective signage leads to sales as more than 70% of purchasing decisions are made by customers once they are in store. The writer mentioned that window merchandise displays complements by signage clearly conveys the store image, product image and draws the customers in, informs and excite shoppers. Jane

Porter (2012) in “*Tips for creating winning store window*’ had given 10 tips to create winning store window display. As per the writer windows display is the easiest way to draw attention of the customer. As per the tips mentioned by the writer display should not be overdone as a cluttered window losses appeal and featured items can get lost, Lot of creativity can be used in window displays with new technology coming in.

2.2.10 Visual Merchandising and its significance in Indian retail industry

Shashidhar, Ajita (2004) in his article ‘*Lifestyle’s new identity*’ had mentioned about how visual merchandising along with other important elements have helps Lifestyle gain a new identity. We are not what we were when we set shop in India five years back. In 1999, we were trying to target the mid-market, understand the response of the customer and react to it. But today, we find that we are accepted at a slightly higher level and, therefore, felt that it was time we positioned ourselves as a premium lifestyle store, which is youthful and vibrant, and delivers the best of international fashion, vibrancy and colours, and is the foremost retail player in the country in terms of product offering and store experience." He feels that the customers would be able to relate to the new identity far better.

2.3 Window Display

Window displays are part of a broader category of atmospherics called “visual merchandising.” Levy and Weitz (2007) defined visual merchandising as “the presentation of a store and its merchandise in ways that will attract the attention of potential consumers.” Window displays play an important role in visual merchandising especially for bricks-and-mortar store environments because they are “silent salesmen” (Buttle, 1988; Lea-Greenwood, 1988) that can differentiate store characteristics (Klokis, 1986). Therefore, retailers try to maximize the potential capabilities of window displays in order to improve sales, and store image. Window displays are visual representations of the information that retailers want consumers to perceive about products, image, and fashion trends. They serve as a way for retailers to visually present products, store

concepts, and the store image to their target consumers (Pegler, 2006). Window displays can also provide a fantasy or a dream that allows consumers to mentally soar in a wonderland, which in turn, may evoke positive emotional reactions or behavior, and reinforce the ultimate outcome, patronage and purchase behavior (Kerfoot, Davies & Ward, 2003). Therefore, the main purpose of window displays is not only to sell merchandise, but to create an image and idea that retailers want consumers to perceive (Pegler, 2006).

According to Oh & Petrie (2012) the window allows the retailer to depict a certain image towards the customers by showing off design aesthetics, taste and brand personality. To a customer that has no previous experience with the retailer, a window display tells her what type of store it is and what it is offering. The size of the window has also proven to be an important factor when it comes to efficiently attracting customers' attention; the bigger display the better results (Edward & Shackley 1992). Bigger window can encompass more attention-generating elements.

Sen et al. (2002) recognized four characteristics of information that consumers can acquire from window displays. Two of the characteristics can be categorized as product-related information, whereas the other two can be categorized as store-related. Product-related and store-related information each present observed and inferred information, creating four categories of information in all. These four types of information are: new fashions, product fit, promotion, and store image.

2.4 Summary:

In this section, some of the predominant literatures discussing visual merchandising window display were discussed. Various suggestions as well as discussions were assessed in this chapter that put foundation for defining research hypothesis and questionnaire variables for further study. The proposed research hypothesis and the research methodology are discussed in the next chapter (Chapter-3).

CHAPTER-3

RESEARCH METHODOLOGY

3.1 Background

This chapter discusses the methodological approach that is used in this dissertation and research work. It investigates the theoretical basis behind the approach. It systematically discusses the methods that were used to collect data and clearly gives the reasons why a particular method was used in data collection. It also details the techniques and procedures to be used to collect data and analyse it. The section outline is: research design, research approach, research paradigm, research strategy, sampling, and data collection, unit of analysis, data analysis and lastly the readability and validity of data. Data analysis techniques are discussed and finally the quality standards that include the reliability and validity of the instrument that was used to collect the data are discussed.

3.2 Research Hypothesis

The proposed study of visual merchandising window display and its significance for Indian retail market on increasing sales and enhancing customers buying behaviour, in this thesis, certain hypotheses have been formulated. Some of the predominant research hypotheses defined for overall research study are given as follows:

H₀₁: Window display is an effective promotional tool for Retail Marketing.

H₀₂: Window display has direct impact on consumer purchase intention and buying behaviour.

H₀₃: There is significance of visual merchandising window display for Indian retailers.

By proving the suggested hypothesis the presented study has sought to explore whether the suggested relationships are valid. This implies that this study is based on the belief of exploring interdependencies between variables and why those interdependencies exist.

3.3 Research Approach

This section documents the design and research methodology to be applied in executing the study. The proposed sequential research process is given as follows:

The overall research methodology encompasses the following phases:

- 1. Defining the Research Objectives*
- 2. Literature survey and analysis*
- 3. Research Hypotheses definition*
- 4. Questionnaires preparation*
- 5. Primary Data collection*
- 6. Sampling and data processing*
- 7. Data analysis and Hypothesis test*
- 8. Research conclusion and limitations analysis*
- 9. Recommendation.*

The overall proposed methodology applied in this dissertation is given as follows:

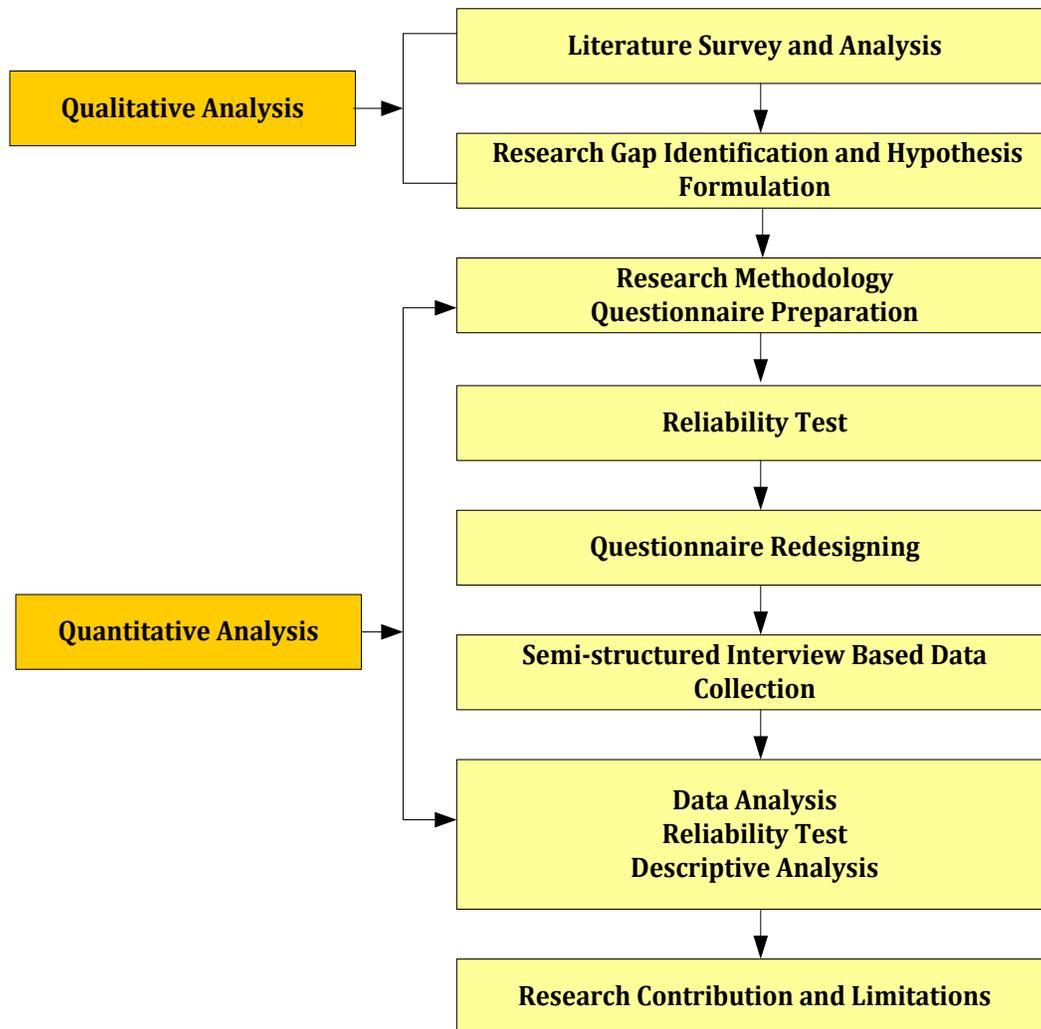


Figure 3.1 Research Methodology

Further, here the research work has focussed towards understanding whether the visual merchandising window display can contribute towards enhancing sales in retails industry. Additionally, varied strategies have also been advocated for enhancing visual merchandising window display in South Indian retail market. The overall data collection and research work has been emphasized on assessing the significance or impact of visual merchandising window display on the consumer buying behaviour manipulation or attraction (footfalls increase) in South Indian retails market.

Table 3.1 represents the research design methodologies applied to perform presented study.

Research Design Methodology	
Research Approach	Mixed method by integrating both quantitative and qualitative methods
Research Paradigm	Pragmatist
Sampling	Stratified random
Unit of analysis	Individuals
Data Collection Methods	Document reviews Semi Structured Interviews
Data analysis	Comparative Analysis, statistical data analysis

The primary objective of this thesis is to study and analyse the visual merchandising window display and its significance towards enhancing sales as well as customers buying behaviour or the purchase intention in South Indian retail market. The attributes to study are identified and their inter dependencies have been analysed to determine perspectives. However, the presented study believes that with subject oriented extensive review of literatures more attributes can be retrieved and concepts can be built. This study has been performed using both the secondary as well as primary data. Primary data has been collected by using semi structured questionnaires. On contrary, the secondary data or information has been collected from reviewing various literatures, online resources, books, articles etc. The presented research work is a mixed research method that is nothing else but the amalgamation of the quantitative and qualitative research paradigm. The integrating paradigm advocates that the presented thesis and associated study is an exploratory study approach and as to examine the hypothesis the questionnaire responses have been collected from the respondents at different geographical locations across south Indian market, this research or thesis presents the pragmatist paradigm too.

3.3.1 Qualitative and Quantitative Research Method

The quantitative research can be characterized as an objective oriented, well defined or systematic test process that investigates cause and relationships impact with by mean of certain deductive mechanism of knowledge retrieval or the attainment. It transforms significant information into digit so as to perform data analysis statistically. In fact, this approach examines theory deductively from the available information and knowledge by means of hypothesized relationships. On the other hand the qualitative study comprises the process of studying and analyzing certain specific event, fact or phenomenon in the place where actually happened. It examines varied theories inductively without any specific intend of quantifying distinct findings. The predominant objective of qualitative research method is to characterize certain specific aspects of a phenomenon depending on the researcher's interpretation of the circumstances or the situation. In general qualitative research often performs fieldwork to make observations that eventually lead to the hypotheses formulation. On the contrary, quantitative method concerns the studies where the data analysis takes place in terms of specific numbers and statistics.

In the presented dissertation, both the qualitative as well as quantitative methodology has been applied where the applied methodological approach has been oriented towards collecting numerical data (questionnaire based data) to investigate the hypotheses statistically. Throughout the research it has been intended to quantify, measure, and evaluate the effectiveness of the selected visual merchandising window display techniques over the variables such as consumer's perception, buying decision, footfalls, retailers perception in terms of figures, to examine correlation between those variables and the extent to which visual merchandising window display affect customers' impulse buying tendency in order to give insights to retailers about the most effective visual merchandising window display technique.

The applied quantitative research paradigm represents an empirical or analytical research method where the data has been collected from different stakeholders associated with retail industry, including retailers from south Indian retail market, visual

merchandisers, and consumers. In order to collect the significant data the questionnaires have been prepared for each stakeholders and data collection has been done by means of semi-structured interviews.

3.4 Data Collection

The presented empirical study intend to establish whether the suggested perspectives of visual merchandising window display influences the customers buying behaviour and purchase intention in South Indian retails markets. Here the significance of visual merchandising window display has been studied and various factors have been analysed to assess the significances of the visual merchandising window display in retail industry.

3.4.1 Secondary Data Collection

In the presented research paradigm, both primary and secondary data have been considered, where the secondary data has been obtained by performing extensive review of the literature discussing visual merchandising window display and its significances in which several factors already identified by other researchers have been identified. In addition, various literatures relating to the buying behaviour of customers and window display have been studied and varied aspects of virtual merchandising window display and its requirement for attracting customers for increasing sales have also been studied.

3.4.2 Primary Data Collection

To perform quantitative or analytical study, in this thesis questionnaire based quantitative study has been done. At fist the questionnaires have been prepared for all the stakeholders such as retailer, visual merchandisers, and customers. The individual questionnaires have been prepared. In this research work, the questionnaires have been asked and assessed with the customers as well as retailers and visual merchandisers regarding the efforts of retailers at South Indian retail market to enhance and incorporate

the visual merchandising window display to increase footfalls and increase in sales. The questionnaires associated with the aspects of visual merchandising window display and its significance towards attracting young generation, stress free and pleasing ambience, creating visual clutter, making display features of international standards, varied visual merchandise activities, problems in implementing visual merchandise tools etc. The prime objective of these questionnaires was to signify the values added by visual merchandising window display with an objective to present an outlook towards achieving international standards by visual merchandising window display at South Indian retail market.

In this thesis overall 700 respondents have been selected for interview. Here, 100 retailers, 100 visual merchandisers and 500 consumers were interviewed.

A brief of the questionnaire design for different stakeholders is given as follows:

- **Retailers:**

To perform data collection from the retailers, at first they have been briefed about the visual merchandising and window display, which has been followed by assessing their perception towards these technique for business development. At first, the retailers were asked certain demographic questions related to their age, experience, location, designation, category, name of the retail firm, gender, qualification frequency of visit to the retail shops etc. The analysis of the demographic variables plays significant role in presenting varied aspects of the research. In addition, the Five Point Likert Scale based questionnaires have been designed to examine the perception of retailers towards VMWD.

- **Visual Merchandisers and Dealers:**

In the presented thesis specific questions were prepared for dealers of retail segments. Similar to the other stakeholders the common demographic questions were prepared that explored varied demographic and personal constructs reflecting ones personal understanding, interest, ability etc. Meanwhile, the questions regarding the demand of VMWD services and frequency, impact of VMWD etc were also prepared in this thesis.

Employing the semi-structured interviews the responses were collected from visual merchandisers.

- **Customers:**

In this research work or the dissertation, similar to other participants certain demographic questions were asked and the visual merchandising window display based open ended and close ended questions were asked.

Once preparing the questionnaires, the interviews were conducted with all the respondents. In this thesis work, the semi structured interviews were conducted to perform data collection. A brief of the semi-structured interview is given as follows:

3.4.3 Semi Structured Interviews

Since the presented dissertation represents a study of quantitative study as well as qualitative study. Thus taking into consideration of the quantitative study, in the presented dissertation, to make the recommendation and collecting varied data samples for decision making and hypotheses evaluation, here the semi structured interviews have been conducted and data were analysed. Here the mode of interview considered was the personal meet with the customers, retailers, visual merchandisers and business owners at South Indian retail stores. On the basis of questionnaires the samples have been collected from different stake holders (Sales person, visual merchandisers, customers and managers). Various questions base on demographic as well as matured analysis based were prepared and asked to the relevant respondents, and the all data were sampled to process for statistical analysis.

To ensure that this study be conducted efficiently while assuring major objectives accomplishment, after the extensive review of the literature and interviews have been conducted. During the interviews, participants, who were customers, retailers and visual merchandisers, were asked to answer the semi-structured questionnaire which was designed with the purpose of achieving the set objectives. To make sure that the study is as inclusive, several participants (retailers, visual merchandisers, customers, owner at retail shops) were sampled at South Indian retail centres. The study intends to ensure

that the selected, approach, paradigm and methods of collecting and analysing data are carefully followed.

The final assessment and reporting has been done based on the analysed data in relation to the reviewed literature, hypotheses defined and questionnaire framed with respect to the research objectives framed. Thesis research evaluation process has been conducted to check whether the study effectively answered the set questions, achieved its objective and is capable of making significant contributions to the Information systems body of knowledge. Finally, the hypothesis justification has been done based on statistical approaches such as correlation analysis etc.

The evaluation has been done in the presented research study so as to ascertain the set objectives. Finally in this study, the necessary recommendations have been provide in reference to the limitations that will have been cited during the course of the study. By achieving the objectives the study will also give the contribution that will have been and will be expected from the research. The overall research objectives have been emphasized on examining the relationship between “visual merchandising window display and customers’ buying behaviour” for effective retail management” in south Indian retail market.

3.5 Data Universe and Sampling

This section briefs the data universe and sampling performed in this study.

3.5.1 Data universe

The Universe of the research is the consumers of the South Indian retail market at varied locations. The presented research, particularly data collection and analysis was made with the responses collected from Bangalore, Mysore, Hubli, Chennai, Cochin etc. As Bangalore has emerged as multi-cultural, technical, educational and financial hub which has established as a place full of shopping malls and arcades the research work emphasizes overall product category while considering retails centers across south Indian

retail market. Being a novel place to conduct such research, the mall culture of Bangalore also facilities a place where all strata of people are present the researcher felt that it can be the best place to work for visual merchandising window display.

3.5.2 Sampling

To get a complete 360 degree view of the concept of visual merchandising window display and its significance for retail industry the responses from the following stake holder groups have been selected. In this thesis, a simple random sampling method was employed for sampling the data collected. In using this method each element in the population has a known and equal probability of being the sample actually selected. The selection of the sample is free from personal bias because the investigator does not exercise any discretion or preference in the choice of items. For the consumers the self-completed individual questionnaire method was selected where the questionnaire was personally handed over and collected after completion. This method helped the respondents to clarify the doubts with the researcher. Here in this dissertation the respondents were randomly selected and asked to fill the questionnaire on request. Even it was ensured that there is no repetition of respondents. The overall data were collected at the South Indian retail market. Here in the presented dissertation, the key elements of retails the retailers and dealers were also considered to present their views and it was done while considering their significance towards hiring a visual merchandiser. They are the one who understands the importance of visual merchandising window display and take up the services of a visual merchandiser by employing them in their company or by raking up the services of a retail design firm.

To perform data analysis 100 responses from retailers and visual merchandisers have been selected individually. On the other hand, considering consumer centric businesses a total of 700 responses from the consumer group has been selected for data analysis.

As depicted in Table 3.2, the respondents from five places were interviewed. Since, Bangalore is the biggest city of Karnataka, it accommodate majority of consumers residing since long time, therefore major respondents were interviewed from Bangalore and its sub-urban. As the rise in Information technology based industries across the city has seen major transition especially in retail management and establishment, the responses were found affirmative and relevant towards intended research goal. In addition, the respondents were selected from Mysore City too that accommodates majority of youths as well as traditional customers. Similarly, considering exploration towards modern lifestyle, a total of 22 respondents have been interviewed at Hubli. A total of 116 respondents have been interviewed Chennai city. The diversity of responses from different hierarchal and demographic background affirms optimal research paradigm and ensures best possible information retrieval to enable effective motivational factor identification for different type of people having distinct demographic constructs.

Table 3.2 List of respondents from five places of South India

Consumer		Retailer		Visual Merchandisers	
Location	Number of Respondents	Location	Number of Respondents	Location	Number of Respondents
Bangalore	262	Bangalore	45	Bangalore	45
Mysore	80	Mysore	14	Mysore	14
Hydrabad	22	Hydrabad	9	Hydrabad	9
Chennai	116	Chennai	24	Chennai	24
Kochin	20	Kochin	8	Kochin	8
500		100		100	

3.5.3 Respondents

In the following sections, some of the random pictures taken from the respondent's retail outlets are mentioned.

Respondents from Karnataka

As stated above in this study a total of 342 customer's responses along with 59 responses from retailers and visual merchandisers individually have been collected from Karnataka state. As an illustration to those selected retail outlets, in this section, some of the retail outlets and their window display presentation are mentioned.

Retailers from Bangalore



Figure 3.2 Fashion apparel window display at Marks and Spenser retail shop



Figure 3.3 Visual Merchandising window display for shoes



Figure 3.4 Visual Merchandising window display for fast food at gelato



Figure 3.5 Visual Merchandising window display for fashion apparel at Reliance trend



Figure 3.6 Window display for fancy store at party mania



Figure 3.7 Window display at florist



Figure 3.8 Visual Merchandising window display at max



Figure 3.9 Visual Merchandising window display for stationery



Figure 3.10 Visual Merchandising window display for home appliances



Figure 3.11 Visual Merchandising window display for footwear's at Reliance footprint



Figure 3.12 Visual Merchandising window display for accessories at metro shop



Figure 3.13 window displays at mall



Figure 3.14 window displays at Mantri Squire



Figure 3.15 Interior design of malls for window displays



Figure 3.16 Window display for footwear's at Bata showroom



Figure 3.17 Visual Merchandising window display for fashion apparel at planet Fashion



Figure 3.18 Visual Merchandising window display for electronics appliances at Jumbo



Figure 3.19 Visual Merchandising window display for optical at vision express



Figure 3.20 Window display for traditional wears at Kalanjali store



Figure 3.21 Window display for ice cream parlor at Polar Bear



Figure 3.22 Visual Merchandising window display for Traditional wears



Figure 3.23 Window display for apparel store



Figure 3.24 Visual Merchandising window display for mobile accessories at Sangeetha



Figure 3.25 Window display for mobile accessories at UniverCell



Figure 3.26 Visual Merchandising window display for Jewellery shop



Figure 3.27 Visual Merchandising window display for kitchen accessories



Figure 3.28 Visual Merchandising window display for apparel retail



Figure 3.29 Visual Merchandising window display for shoes and apparel at Shoe Style



Figure 3.30 Visual Merchandising window display for fashion apparel at H & M



Figure 3.31 Visual Merchandising window display for fancy and gift articles store at archies



Figure 3.32 Visual Merchandising window display for apparel materials at Raymond



Figure 3.33 Visual Merchandising window display for fashion apparel



Figure 3.34 Entrance design for Brand Factory Exterior appeal to customer



Figure 3.35 window displays for retail ration shop



Figure 3.36 window displays for groceries retail shop



Figure 3.37 window displays for vegetables retail store

Retailers from Mysore

Some of the retail outlet window display pictures taken from the respondents at Mysore city are given as follows:



Figure 3.38 window displays for fashion apparel at Fashion floor, Mysore



Figure 3.39 window displays for apparel store at Naari



Figure 3.40 window displays for apparel retail at Mahashaya



Figure 3.41 window displays for jewellery at Tanishq



Figure 3.42 Window displays for apparel store



Figure 3.43 Window displays for fashion apparel at New Young Star store



Figure 3.44 window displays for apparel store



Figure 3.45 window displays for bags at Mysore tarpaulins



Figure 3.46 window displays for fashion apparel for Show Men



Figure 3.47 window displays for bags at My Tarpaulin, Mysore



Figure 3.48 window displays for women accessories



Figure 3.49 window displays for men fashion apparel at New collection Now N Store

Retailers from Hyderabad



Figure 3.50 Interior design of Malls at Hyderabad



Figure 3.51 Mall entrance design and window displays for central mall Bengaluru



Figure 3.52 window displays and landscape design, lighting in the malls



Figure 3.53 Exterior displays for retail shopping centre at Hyderabad



Figure 3.54 Sign board and displays for men's retail apparel at Raymond



Figure 3.55 Road side window displays for books at Meena Bazar, Hyderabad

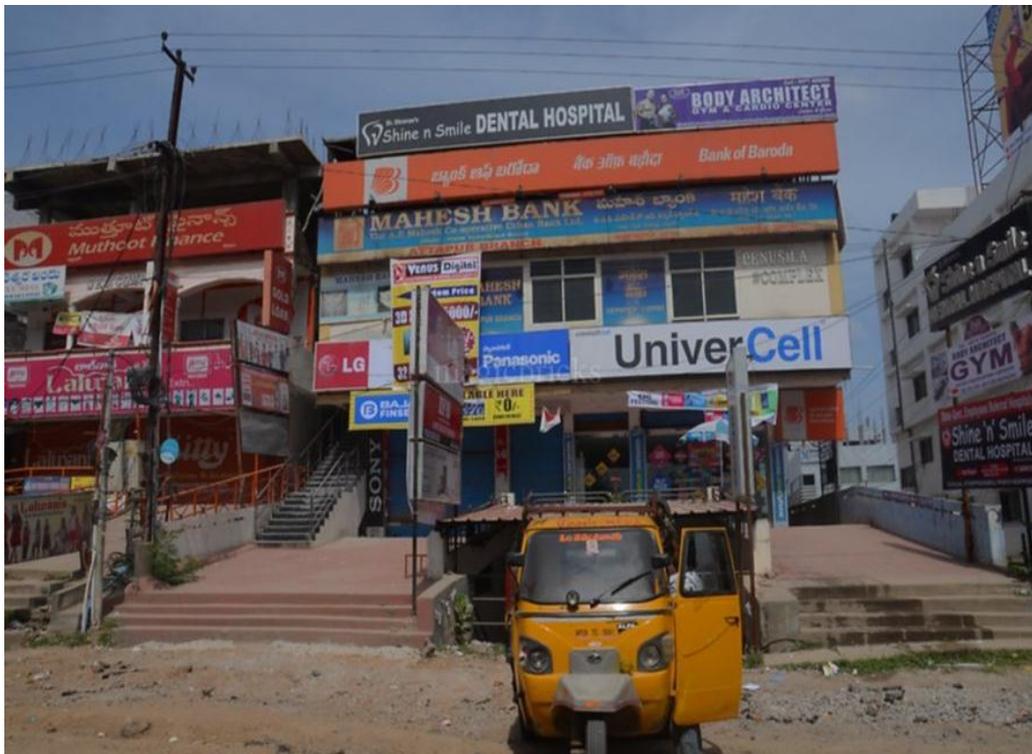


Figure 3.56 Retail small shop window displays mobile accessories at Univercell



Figure 3.57 Sign system and window displays for apparel at Lavanya retail



Figure 3.58 Sign system displays for ghee and ghee products at G. Pulla Readdy



Figure 3.59 window displays for station retail at Hyderabad Next Retailers from Chennai (Tamilnadu)



Figure 3.60 window displays for ration store



Figure 3.61 Rural window displays for tea stall



Figure 3.62 w Ruralindow displays for Bhel puri shop

Retailers from Kochin (Kerala)



Figure 3.63 Regional sign system for crackles shop



Figure 3.64 Rural window displays for bars



Figure 3.65 Rural window displays for daba



Figure 3.66 Rural window displays for chips shop



Figure 3.67 Rural window displays for craft work



Figure 3.68 Rural window displays for small scale retail shop



Figure 3.69 Rural window displays for Toddy at Grape cool Toddy

Due to space constraints, here in the presented report all the pictures taken during data collection process from varied south Indian locations are not mentioned. However, during data retrieval across the geographical locations reveals that India is a country with diverse color, language, way of living however, when comes to concentrate on business development, especially retail businesses, the visual merchandising window display and other related tools becomes common option for all.

3.6 Data Processing

To perform hypothesis justification or verification, it becomes inevitable to assess retrieved responses statistically. To analyze the collected responses for various motivational factors towards the significance of visual merchandising window display for Indian retail sector, the statistical analysis approaches have been applied. Here, three well

known and significant statistical approaches have been considered to perform the study. These are:

1. *Reliability test*
2. *Mean, standard deviation*
3. *Correlation analysis*

3.7 Data Analysis Tools

Taking into consideration of the significant requirements of highly accurate and efficient data analysis, in this research proposal the highly efficient tools such as SPSS and MS Excel have been proposed. These tools or software platforms can be significant for performing data analysis and results visualization. In the proposed work the two tools would be employed for data processing and analysis. These are:

- *Microsoft Excel*
- *Statistical Package for the Social Sciences (SPSS)*

3.8 Summary

In this section of the presented thesis, the research methodology applied in this thesis was discussed. Various research strategies and procedural discussions were presented in this chapter. The discussion of the data analysis and their respective significances is presented in Chapter 4.

CHAPTER-4

DATA ANALYSIS AND DISCUSSION

4.1 Background

Since the presented research or the study work comprises qualitative as well as quantitative study, where the data has been collected from secondary data sources such as journals, books, internet resources etc and primary resources such as semi-structured interview based response data. In this chapter, specifically the data collected has been processed and respective significance has been discussed to justify or evaluate the hypotheses of the presented dissertation. In this chapter, the statistical analysis of the collected responses from retailers and consumers are discussed. Data analysis using different statistical approaches, such as reliability test, mean, standard deviation, Chronbach Alpha values estimation, correlation estimation etc, to evaluate the significance of visual merchandising window display for retail business development and management, significance of window display towards consumer buying behaviour or purchase intension manipulation etc have been discussed in this section.

4.2 Data Collection

In the presented dissertation work, the data collected has been done through primary data sources as well as secondary data sources or samples collected through varied approaches. As already discussed, here in this research the primary data were collected from the semi-structured interviews conducted at different retail outlets, primarily in south Indian region. To retrieve the sample responses, the questionnaire based approach was employed, where the key component of retail industry and visual merchandising window display; retailers, business owners, visual merchandisers and customers were interviewed. The semi-structured interviews were arranged in such a way

to get verbal as well as written/acknowledged data samples could be prepared. Regarding secondary data, in the presented dissertation work, the data available with international/national journals, internet data repository, books, newspapers or magazine were reviewed to collect the data.

The detailed discussion of the data collection process is discussed in Chapter-3.

4.3 Data Reliability

For any empirical analysis based research or study, it becomes significant to verify the answers collected through interviews and provided by the respondents. To verify the questionnaires, the reverse wording questions were also asked while interviewing the respondents. The predominant objectives of this process was to avoid the biasing probability, especially in that case when the respondents doesn't read out all questions and doesn't understand properly, and tends to respond irrespective of his ability and understanding. Collecting the response data, it was processed for outlier verification and removal. In fact, the outlier detection and removal was done for those cases when the respondent has given same answer for forward as well as reverse question. Such outlier presence can also be possible due to typing or during response collection process. Eliminating the outliers (having insignificant responds or ambiguous responses), a total of 700 responses including 500 from consumer, 100 from retailers and 100 from visual merchandisers were considered for analysis.

Preparing the complete genuine data responses for analysis, the data were processed for internal constituency and reliability test. The consistency check included 5-pint Likert scale response consistency, responses for each questionnaire, etc. Furthermore, to assess the internal consistency and reliability, the Cronbach's Alpha estimation was done using SPSS software tool. The Cronbach's Alpha coefficient was retrieved at 0.872 for 5-pint Likert scale that signifies the higher level of internal consistency and reliability. It should be noted that the Chronbach's Alpha coefficient of 0.70 or higher value signifies good reliability. The Cronbach's Alpha coefficient was estimated for various factors such as window display as a predominant tool for business

promotion, impact of window display on the consumer buying behaviour, etc depicted higher reliability with the rank score of 0.847, 0.873, respectively. The other variables too have indicated affirmative rank value that affirms reliability of the questionnaires and study. Furthermore, the higher reliability index of the considered scale revealed that the removal of any question might result into reduced coefficient output and hence suggested to consider all questionnaires to ensure reliability of the empirical study.

4.4 Data analysis

This section discusses the analysis of the data obtained through questionnaire and the semi structured interviews.

4.4.1 Demographic analysis

This section presents the analysis of the demographic variables and their respective significances.

Profile of Participants

In this research and study, the study has been emphasised on assessing the impact of visual merchandising window display on consumer buying behaviour and its significance to increase business growth in Indian retail market. To explore significant information from retailers, a total of 700 respondents including 500 consumers, 100 retailer, and 100 visual merchandisers were interviewed through semi-structured interviews and personal interactions. Among these respondents, the consumer at different cities and retail outlets were interviewed, including people from public service domain, administration, educational verticals, organizers etc, were interviewed.

As depicted in following Table 4.1, the responses have been collected from the respondents belonging to different geographical locations, especially from south India region.

Table 4.1 Geographical distribution of the respondents

Consumer		Retailer		Visual Merchandisers	
Location	Number of Respondents	Location	Number of Respondents	Location	Number of Respondents
Bangalore	262	Bangalore	45	Bangalore	45
Mysore	80	Mysore	14	Mysore	14
Hydrabad	22	Hydrabad	9	Hydrabad	9
Chennai	116	Chennai	24	Chennai	24
Kochin	20	Kochin	8	Kochin	8
500		100		100	

In this section, the demographic findings of the respondents are discussed.

The overall summary of the demographic findings are given in Table 4.2.

Table 4.2 Demographic profile of respondents

Variables	Number of participants
Sex	
Male	504 (72%)
Female	196(28%)
Age	
Less than 30 years	573 (81.85%)
31-40 years	83 (11.85%)

41-50 years	36 (5.14%)
51-60 years	8 (1.1%)
Education	
Secondary education	85 (12.14%)
Bachelor's (+) Degree	426(60.8%)
Masters Degree	189 (27.0%)
Experience	
Less than 5 years (Retailers + visual merchandisers)	142 (71%)
More than 5 years (Retailers + visual merchandisers)	32 (16%)
More than 5 years with international business experiences	26 (13%)

A brief discussion of the demographic variables and their respective significances are given as follows:

Gender Distribution

Among the overall respondents (700), 504 respondents (72%) were male, while remaining 196 respondents (28%) were female.

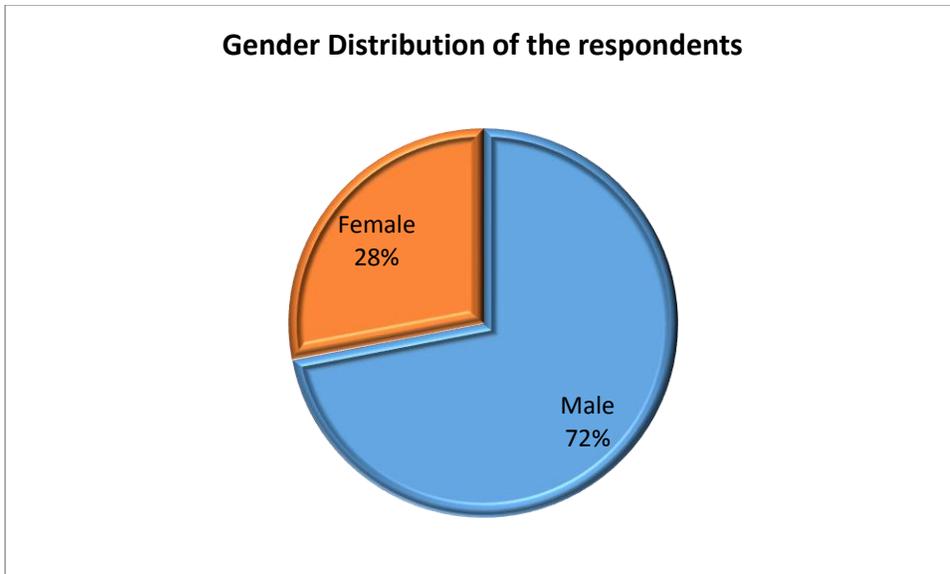


Figure 4.1 Gender Distribution

In this study, an interesting fact has come into light is that a major section (almost 72%) of the female respondents have stated that they make their purchase intention by seeing certain window display and at least they visit outlet to make their buying decisions. On the contrary, 56% of the male customers stated that they too prefer looking for window display to make their transient purchase decision.

Age of respondents

Since, the age and maturity of respondents have higher impact of believe factor and responsible feedback and therefore in the considered respondents 573 (81.85%) are of less than 30 years age, 83 (11.85%) are at between 31 to 40 years of age, 36 (5.14%) are in between 41 to 50 years of age, 8 (1.1%) are in between 51 to 60 years of age. Here, intentionally few respondents were selected having the age range of less than 30 and 41-60 years, and the prime reason was to explore various key factors such as awareness of changing trends, global exposure, social values as well as optimistic understanding. Figure presented below depicts the age distribution of the respondents.

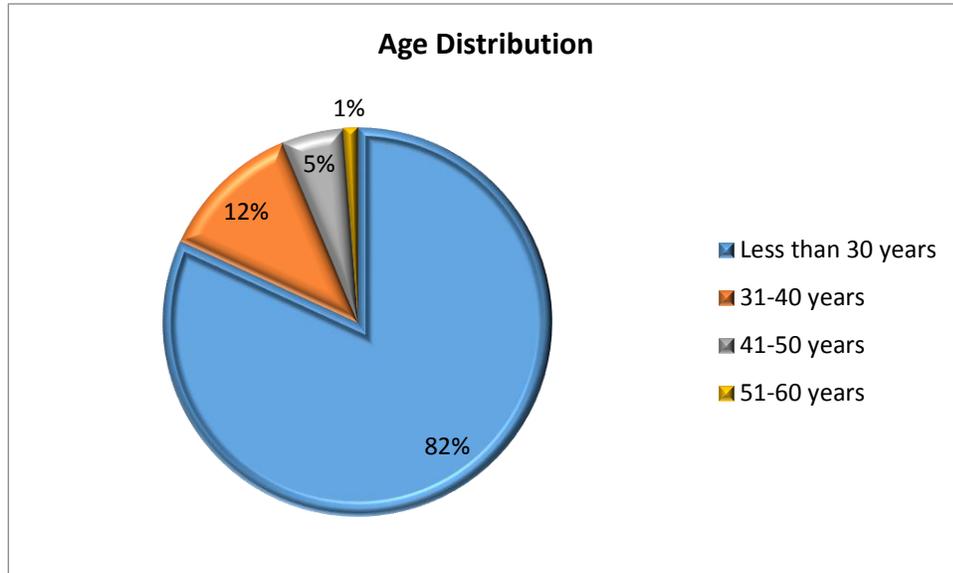


Figure 4.2 Age of the respondents

In one side the youths counting under age 30 are affinited towards fashion trends and exposure, while the people ranging in between 41-60 value key aspects like the price, presentation as well as quality regardless of presentation.

Education Level

This is the matter of fact that education level and experiences have direct impact on personal (someone's) ability to understand and make proper decision. Therefore, in this dissertation, to retrieve optimal data and reliability respondents from varied background, education level and thoughts were considered.

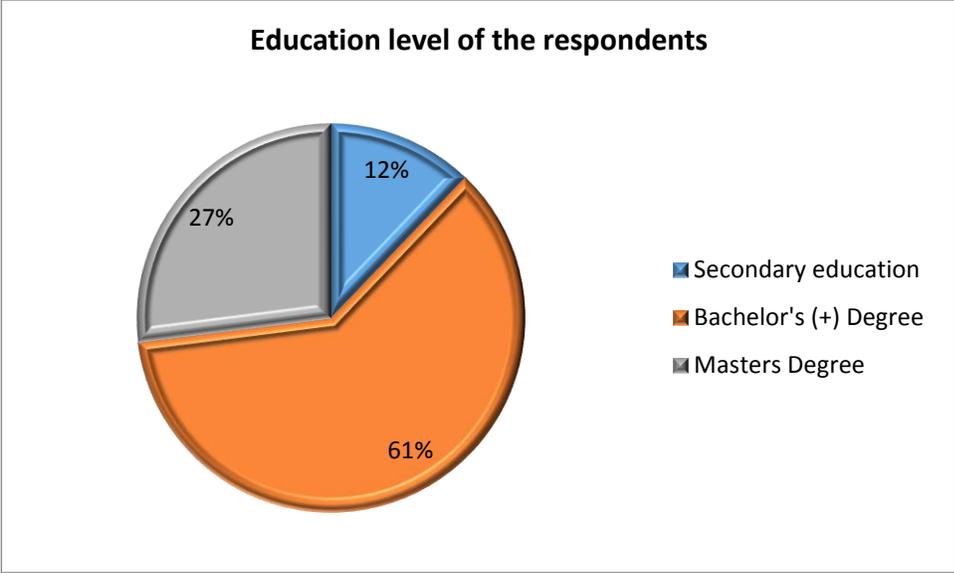


Figure 4.3 Education level of respondents

Here, approximate 61 % of the respondents (426 out of 700) were bachelor degree as their highest qualification, 27.0% (189 out of 700) respondents have persuaded masters degrees from technical or non-technical stream. The remaining 12.14% (85 out of 700) respondents had the formal degrees and educations (non-graduate).

Experience Level

The experience level of the respondents is given as follows:

Considering the experience of the retailers and visual merchandisers it has been found that among the respondents 142 out of 700 respondents counting 71% of total respondents in retail and virtual merchandising category, had the business experience of more than 5 years and had dealt with varied retail outlets and its management activities.

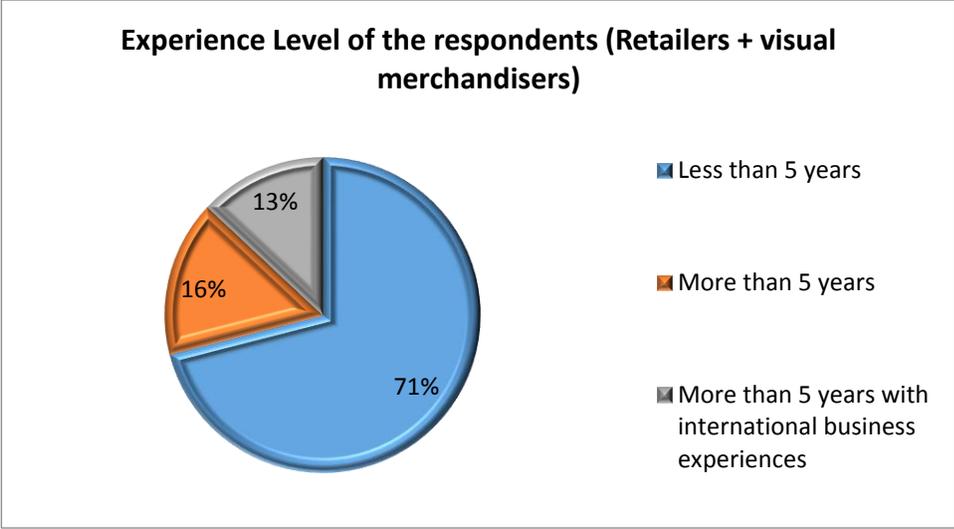


Figure 4.4 Experience level of the respondents

Approximate 16% (32 out of 200) respondents were operational with certain retail outlets as manager and were responsible for managing visual and ambience presentation as well as customer retention responsibilities. The cumulative response retrieve from 200 respondents stated that there is the direct and indirect impact of visual merchandising window display on the consumer buying behaviour and buying impulse manipulation.

Among 200 respondents, almost all (100%) respondents stated that they have basic knowledge of visual merchandising window display and understands the effectiveness of window display to attract consumers at outlets.

In the data analysis for the focused or targeted respondents and specific standards it has been found that out of 700 respondents 538 (76.8%) stated that window display has direct impact on consumers buying behaviour at retail establishments and their purchase intension. In addition, the mixed responses (about 240 out of 600) stated that not only window display or visual merchandising display can motivate consumers to buy targeted products. Interestingly such responses were found with small scale retail outlet. On the contrast, almost 92% of respondents including consumers, visual merchandisers as well as retailers at malls and large scale outlets affirmed it that visual merchandising window display has significant impact on the number of footfalls and consumers buying decisions.

Now, considering demographic analysis for only consumer as the respondent and their respective perception towards visual merchandising window display, it has been found that 60% (300 out of 500) consumers were female and the remaining 40% (200 out of 500) were male. This is the matter of fact that age or maturity does have great significant impact on the understanding the concept of visual merchandising window display. Among the respondents 22 % of the respondents (110 out of 500) were in the age range of 20-25, while 32.8% of respondents (164 out of 500) were in the age range of 26-30 years. 106 out of 500 respondents counting 21.2% were in the age range of 31-35 years. A complete of 82 counting 16.4% respondents were in the age range of 36-40 years and the remaining 40 respondents, counting 8% were in the age range of 40-45 years.

Considering above depiction, it can be assured that the data analysis approach has considered significantly high standard of data collection, and the responses under consideration for analysis can be reliable to trust eventual research outcome. In addition, the consideration of men as well as women of different age group also enables this research to present a cumulative but effective research outcome which can be applied for realistic application and decision process scenarios. Considering this fact, in the next research phase, the study of the key variables and their respective significances have been discussed. The following section discusses the descriptive analysis of the presented research work, where different questionnaire constructs such as the significance of window display and other virtual merchandising tools to attract consumers are discussed. It should be noted that the following study has been done based on the responses collected over three and five point Likert scale questionnaire.

4.4.2 Descriptive analysis

In this section some of the key constructs have been assessed to signify the impact of visual merchandising window display on consumers buying behaviour in south Indian retail market. The following table represents the responses obtained from consumers for

the different but important parameters of visual merchandising having impact on their purchase intension.

Visual Merchandising Display tools and Their Significances

Table 4.3 VM Parameters having impact on consumers purchase intention

Important parameter of Visual Merchandising	Mean	Std. Dev.
Space management	4.838	0.214
Assortment Planning	3.832	0.324
Use of Music, Color, Light and Perfume	3.988	0.315
Window display to simplify customers buying process	4.248	0.231
Theme Displays	3.894	0.339
Mannequins' & Fixtures Planning	3.886	0.324
Windows and POP Displays	4.112	0.290

As presented in above Table (Table 4.3), it can be found that consumers have identified space availability, music, lighting, color, pleasing ambience, window display and POP display as the key constructs that attract consumer. In other words, these factors play significant role in increasing footfalls at the retail store or outlets. Considering individual construct based analysis, the results obtained for the mean and standard deviation reveals that approximate major respondents (M=4.122, SD=0.290) have suggested for window display as a key factor to motivate consumers to visit stores and make their purchase decision. Here the low standard deviation affirms that the most of respondents have similar approach and perception towards the effectiveness of window display as a tool to motivate consumers to make buying decisions. A major fraction (M=4.248, SD=0.231) has stated that

window display simplifies customers buying process and assists for making quick decision and selection process.

Now, considering the analysis for the significant elements of window display and their significances in the retail stores, the following table (Table 4.4) reveals that window display, as suggested in above observation attracts young generation ($M=3.858$, $SD=0.360$) to visit outlets and make their purchase intention. Furthermore, window display and visual merchandising display tools creates better ambience to make purchase intention ($M=3.913$, $SD=0.294$). In the continuation, exploring towards the significance of visual merchandising and window display to avoid visual clutter, the more than average respondents with mean 3.878, and standard deviation of 0.333 affirmed that window display plays significant role to avoid visual clutter. Since, in last few years the emergence of internet media, social sites and e-commerce businesses, there has been the trend to compare products and make better decision. With this intend the questionnaire prepared in this thesis investigated the perception of Indian consumers towards the requirement of window display to leverage the tradeoff of foreign retail outlets and trends. Interestingly, in this study it has been found that window display can be an effective tool to present a more creative effect than international perception ($M=3.742$, $SD=0.336$).

For any retail business segment, the success or growth can be predicted by assessing the number of footfalls and consumer retention measures. Higher footfalls ensure more sales and hence higher growth. With this constraint exploration, this study has revealed that the major respondents from all the categorise have stated that window display or the visual merchandising display results affirmatively in terms of increased footfalls ($M=4.918$, $SD=0.318$) and it attracts by passing customers ($M=3.911$, $SD=0.268$). No doubt, south Indian cities have witnessed tremendous growth especially in Bangalore, Hyderabad, Chennai, Kochi etc. Meanwhile, the social sites and internet facility has made continent apart with a single click. Consumers are aware of the international standard, living style and way of presentation or the trends. Under such situations, maintaining the balance of

product visualization as per international standards and look can be vital for a retailer to attract consumers (M=3.915, SD=0.276). It can not only increase the consumer footfalls but can also motivate them to feel retail establishment and feel them as international standards and presentation. It reveals that the implementation of such visual merchandising techniques can significantly manipulate the buying behaviour of a customer to consider targeted products or merchandise. Further more window display makes merchandise visible and accessible to the consumer without making complicate inquiries or selection processes (M=3.921, SD+0.244).

Table 4.4 Visual merchandise display and their significance

Important element of Current Visual Merchandising Scenario	Mean	Std. Dev.
Attracting young generation	3.858	0.360
Creating right and stress free ambience	3.913	0.294
Avoiding Visual Clutter	3.878	0.333
Attaining International Standards	3.974	0.229
Helps or Simplifies consumer buying process	3.912	0.290
More creative than International features	3.742	0.336
Attracting more Customers	3.911	0.268
Increasing sales per Square foot	4.918	0.318
Making product accessible to customers	3.921	0.244
Giving an International look and feel to customers	3.915	0.276
Increasing footfalls	3.936	0.251

Considering a distinct analysis for a retailers view towards visual merchandising window display, the following table (Table 4.5) affirms that not major but still a significantly bigger section of retailers feel that introducing visual merchandising window display or associated tools adds up the overall cost that directly or indirectly impacts on the cost of the product. It eventually affect the purchase decision of a consumer (M=3.096, SD=0.181). Considering the trends and emergence of technologies and their consequences, not surprisingly majority of retailers have stated that the usages of window display or associated virtual merchandising display tools have becomes compulsion for them to maintain balanced business and attract more customers (M=3.938, SD=0.266). On the other hand, some retailers have even indicated that window display is an effective tool to promote businesses and products that eventually aids business over time (M=3.923, SD=0.191). It results into increased consumers visit (M=3.953, SD=0.228) and merchandise sales (M=3.964, SD=0.215).

Table 4.5 Benefits or loss assessment for visual merchandising display

Visual Merchandising display: Blessing or Curse?	Mean	Std. Dev.
Additional Cost	3.096	0.181
Compulsion	3.938	0.266
Aid to Business	3.923	0.191
Aid to increase sales	3.964	0.215
Aid to attract customers	3.953	0.228

Consumer Perception towards Visual Merchandising Window Display

In addition to the above discussed matter of retailer perception towards visual merchandising, the following table signifies the consumer's perception towards visual merchandising window display. The following table (Table 4.6) states that consumers appreciate the graphics provided on the window display (M=4.915, SD=0.276) that

motivates them to look for the specific product or goods. More interestingly, window display of the products or merchandise attracts them to explore presented goods that eventually motivate them to buy that product (M=4.936, SD=0.251). The questions exploring consumer's perception towards sensor retailing has also given similar response where they have advocated it for their purchase impulse motivation (M=4.392, SD=0.281). No doubt, the major respondents have suggested that the retail outlet ambience and environment motivate them to stay at the premise and explore something to make buying decision (M=4.911 SD=0.268). Consumers also expects that a retail outlet must have sufficient space and the placement of the window display must be at appropriate place (M=4.838, SD=0.214). Lighting does have impact on consumers buying behaviour and purchase impulse manipulation, it has been confessed by major respondents (M=4.321, SD=0.341). Furthermore, the key factors such as music, lighting, decoration color also have their significant role in attracting consumers to make their purchase intension that at least ensures higher footfalls (S=4.541, SD=0.321). An interesting fact has came out that consumers feel that a product being placed like a mess means that they are cheap (M=3.213, SD=0.132). It suggests retailer to always keep merchandise at proper place and in attractive manner.

Table 4.6 Consumer perception towards window display and its significances

Visual Merchandising appreciated by customer at South Indian Retail Market	Mean (M)	Std. Dev. (SD)
Graphics	4.915	0.276
window display	4.936	0.251
Sensory Retailing	4.392	0.281
Mall ambience	4.911	0.268
Broad Aisles	4.918	0.318

More space	4.838	0.214
The use of lights in different brightness to decorate the store	4.321	0.341
Mood generated by music, lighting, decoration color	4.541	0.221
A product being placed like a mess means that they are cheap.	3.213	0.132
Interest towards a product raised after seeing it clearly in window display	4.112	0.354
Pay attention to different window displays which gives the idea and information about the merchandise	3.987	0.325
Back-lighted signs are usually more outstanding at a cosmetic or perfume counters which helps to get the clear information to pick up the right product.	3.989	0.253
The more information has got about the product through display along with signage	4.106	0.199
A well-arranged display counter attracts consumers towards retail outlets	3.921	0.254

A generic hypothesis that visualizing certain object the curiosity increases as per its features and the similar observation is found in case of retail shopping behaviour. Consumers have stated that when they see the products and get to know about it through window display, it make them curious to explore it then end up with its purchase decision

(M=4.112, SD=0.354). Window display also gives a better media to know about the product and its specifications (M=3.987, 0.325).

The responses especially for the female shopping behavior assessment has revealed that the back-lighted signs are usually more outstanding at a cosmetic or perfume counters which helps to get the clear information to pick up the right product (M=3.898, SD=0.253). supplementary Additionally, results affirm that consumer attention towards different window displays which gives the idea and information about the merchandise which in-turn helps to start buying process (M=3.987, S.D=0.325).It is the matter of fact that most of the females enjoy shopping with good music, lighting and fragrance and the mood of shopping helps them to make a right choice of product. At a cosmetic or perfume counters back-lighted signs are usually more outstanding which helps to get the clear information to pick up the right product (M=3.989, SD=0.253). The results affirm that the promotion and presentation of the products or merchandise through window display along with signage (M=4.106, SD=0.199) and a well-arranged display counter play significant role to attract consumers at the retail outlets etc (M=3.921, SD=0.254).

As already discussed, in the presented research work, or the dissertation, business owners, retailers, visual merchandisers and customers were interviewed and their views about visual merchandising window display were collected as sample to process statistically. In the data analysis for the focused or targeted customers and standards it was found that out of 500 respondents 380 (76%) stated that visual merchandising window display is not just for elite outlets and for elite target customers. This response states that visual merchandising window display is practically needed for all types of retail outlets and retail customers. The remaining 120 (24%) visual merchandisers who feel that visual merchandising window display is only for elite outlets generally think so because most of the retailers spend more money and keep a good budget for lifestyle products than value products.

Responses from Retailers and Visual Merchandiser

The above discussion has revealed that visual merchandising is a vital catalyst to enhance the consumer's buying behavior especially for retail merchandises. The above discussion has also revealed that to ensure minimum vacuum between a developed business establishments and the low scale retail outlets, the retailers are compelled to go for visual merchandising tools. However, there exist certain challenges in the successful implementation of the visual merchandising displays. The following section discusses the varied challenges and pressures faced by retailers in implementing visual merchandising.

Respondents, particularly from the retailers and visual merchandisers stated that the small budget is the prime reason for not implementing window display in retail outlets ($M=3.658$, $SD=0.210$). In addition, the confined spaces at the outlet establishments is the prime reason that makes a retailers to rethink about the employment of window display ($M=3.213$, $SD=0.164$). Since, in this thesis the study was made across the state and hence the interaction was made with small scale retailers too, where they confessed that they feel confined time also obstructs them to think about business promoting initiatives such as implementation of window display ($M=3.468$, $SD=0.353$). An interesting factor also came across while investigating the varied factors causing problems for window display implementation. It was nothing else but the competitive strategies that a retailer with respective reach, targeted customers and financial backs up applies. This study revealed that competitive strategies and dynamic initiatives are the key factors that create issues for retailers. Retailers also stated that the retail establishments with better back up whether in terms of economical capability or the technologies, implements better visual merchandising displays. It plays a big role in ensuring footfalls and merchandise sells ($M=3.114$, $SD=0.439$). The similar problem was confessed by major mid level retailers at malls and road side retails outlets where they stated that the implementation of international features of window features introduces problems for even mid level retailers ($M=3.544$, $SD=0.362$). Dealing with private labels ($M=3.132$, $SD=0.196$) is also one of the key problem for retailers to implements window display ($M=3.132$, $SD=0.196$).

Table 4.7 Challenges for visual merchandising display implementation

Challenges and pressures faced by Visual Merchandising	Mean (M)	Std. Dev. (SD)
Small budget	3.658	0.210
Less space	3.213	0.164
Less time	3.468	0.353
Competitors strategy	3.114	0.439
Competing International features	3.544	0.362
Dealing with private labels	3.132	0.196
Malls rules, limitations & procedure	3.871	0.288
Social ethics	4.098	0.310
Political Constrains	3.171	0.264
Increasing pressure to lower cost	3.615	0.256

Considering retailers at the malls, this research has revealed that malls rules, limitations and procedure also has impact on the implementation of window display (M=3.871, SD=0.288). Similarly, there exist certain social ethics (with display of certain limited as well as personal utilities) also impacts the implementation of window display (M=4.098, SD=0.310). Furthermore, there exist certain political factors that can also impact the implementation of window display (M=3.171, SD=0.264). No doubt, all retailers always intend to achieve more benefits and hence under such ambitions, investing costs on window display and associated visual merchandising tools is a big deal. To get more customers and to compete open market, retailers don't hesitate to lower their costs. In such cases, investing on visual merchandising display is a big problem (M=3.615, SD=0.256).

Visual merchandisers being the dealers for varied types of promotional service providers and suppliers for the visual merchandising display have been interviewed and their perception towards different visual merchandising tool and their respective significances have been obtained. The following table (Table) presents the response of the visual merchandisers towards various visual merchandising tools to promote retail businesses.

Here, it can be found that major fraction of the respondents (visual merchandisers) has accepted that window display plays significant role in enhancing retail businesses (M=4.463, SD=0.181). Here, the low value o deviation also affirms that the all respondents were agreed on considering window display as the prime tool for targeted merchandise projection and business development. In addition, the application of props (M=3.760, SD=0.196) has been suggested after window display as the promotional tool. Similar to the window display, visual merchandisers have stated that theme display can also be effective tool for projecting certain targeted merchandise (M=3.562, SD=0.191). Comparatively similar response has been obtained for the significance of advance and creative fixtures for retail business promotion (M=3.695, SD=0.205). Not surprisingly, but visual merchandisers have suggested to keep the merchandising in line with the store image that attracts consumers towards retail outlet (M=3.398, SD=0.328).

Table 4.8 Important strategies for visual merchandising window display

Most important strategy of Indian Visual Merchandisers	Mean	Std. Dev.
Use of windows display	4.463	0.181
Use of props	3.760	0.196
Use of theme Displays	3.562	0.191
Use of advance and creative fixtures	3.695	0.205
Use of creative graphics & signage	3.494	0.238

Keeping the merchandising in line with the store image	3.398	0.328
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Exploring the significance of visual merchandising display towards retail business development, this study has found that a major fraction of respondents including retailers as well as visual merchandisers have agreed that the implementation of visual merchandising activities increases sales (M=3.958, SD=0.210). The similar response has been obtained for the significance of visual merchandising window display for increasing footfalls (M=3.873, SD=0.274), and store reputation building (M=3.658, SD=0.383).

This study has also revealed that the effective visual merchandising and better store environment motivates customers to revisit the store and make purchases (M=3.812, SD=0.216). Exploring the cost effectiveness and indirect benefits, it has been observed that respondent agreed that the implementation of window display reduces the requirement of intermediate agents and front end staffs (M=4.198, SD=0.248). In addition, the well arranged presentation of the merchandise and visual merchandising activities motivate vendors to associate with the store (M=4.251, SD=0.244).

Table 4.9 Results of visual merchandising

Quantifying results of Visual Merchandising activities	Mean	Std. Dev.
Increase in Sales turnover	3.958	0.210
Increase in Footfalls	3.873	0.274
Increase in Store Image	3.658	0.383
Increase in Customer satisfaction & Repeat Purchase	3.812	0.216
Increase in Premium pricing strategy	3.441	0.229

Decrease in Cost on front end staff	4.198	0.248
Attracting more vendors	4.251	0.244

Exploring the suggestions towards optimization measures for the retail business development, especially by means of visual merchandising display activities this study revealed that major respondents (Visual merchandisers) agreed on implementing window display to increase business growth (M=3.743, SD=0.121). Meanwhile, the advance fixtures were also suggested by merchandisers (M=3.360, SD=0.116). Counter being the effective place to interaction personally with the consumers has also been suggested to be neatly and beautifully presented (M=3.262, SD=0.241). Window being a two way speechless communication media has also been advocated to be of bigger size and well arranged (M=3.415, SD=0.235). To enable better merchandise demonstration, especially for the apparel industry or alike, this study has found that visual merchandisers prefer introducing more trail and demonstration places (M=3.204, SD=0.138). It effectively motivates and provides sound environment to make purchase decision. Furthermore, the implementation of lighting has also been suggested by major merchandisers to be incorporated to attract consumers.

Table 4.10 expected changes using visual merchandising based retail industry

Changes expected to see in way projects retail are rolled out at South Indian Retail market	Mean	Std. Dev.
Better Window Display	3.743	0.121
Use of advance fixtures	3.360	0.116
Better counters	3.262	0.241
Use of larger than life windows	3.415	0.235

More trial counter & demonstration	3.204	0.138
Use of better lighting	3.128	0.318

The questions prepared regarding the responses of the rise in standard of visual merchandising window display in India and specifically at South Indian retail outlets, states that the response gives affirmative response where 68% retail respondent and 80% visual merchandisers (80 out of 100) respondents agreed that retailers are touching international standards in visual merchandising window display. Taking into consideration of the above statements and response based analysis, it can be found that, according to retailers, and visual merchandisers the prime objective of visual merchandising window display is to attract the customers, increasing the footfall and enhancing or boosting the purchase behaviour of customers to enhance sales. Considering above retrieved statistical data, it can be stated that visual merchandising window display is an effective and of course a potential tool to increase the footfalls at the retail outlets, while 78% of the responses states that visual merchandising window display is effective to enhance the rise in buying behaviour of customers as it spends its more time with well presented outlets in a pleasing environment. Considering the study, dedicated with the visual merchandisers, retailers as well as some customers at the malls and the retail outlets there in the mall premises, it has been found that increasing the foot falls, relieving the stress of the customer and simplifying the buying process are the objectives which most of the visual merchandisers wants to achieve but along with this today to give the customer a feel of a global customer (56%) visual merchandisers felt that along with the other objectives of visual merchandising window display and other activities, giving an international look and feel to customer is also important. The current visual merchandising window display strategy at mall or supermarket retail outlets is basically to create right and stress free ambience to enhance buying behaviour of customers. Retail must be a place of excitement for consumers. It should be a place of experiencing life little pleasures, feeling great and important and leaving the day to day stress behind and enjoying the shopping experience.

The dominant finding of the above responses depicts that (72%) retailer, visual merchandisers (84%) respondent state visual merchandising window display as a tool for attracting customer. Amongst the respondents, visual merchandiser (68 out of 100) agreed that the current visual merchandising window display scenario in India is basically targets attracting and impressing the three generations specially the young. Thus, considering the aforementioned statistical figures and significances it can be stated that visual merchandising window display creates a welcoming environment which grabs the customer's attention and makes a positive impression on the customers in few seconds. These all facts confirm the hypotheses defined for the presented research work or dissertation. More precisely stating the data significances, which were obtained through semi-structured interview, majority of the retailers, dealers and visual merchandisers think that visual merchandising window display has excellent future with a lot of new exploration in the market with creativity, displays, and presentation. Even it has great significance towards increasing sales or purchasing behavior or customers. Visual merchandising window display in the future will surely be a strong platform for customers and retailers and enhance the buying process.

Considering the respective answers from visual merchandisers and retailers it is clear that majority of them do believe that visual merchandiser is socially and ethically responsible towards customers, shoppers and general public. As per the respondents a visual merchandiser is highly concerned about the responsibility which he shoulders while creating a display. Whatever displays a Visual merchandiser plans for they make sure that the customers are feeling happy and satisfied about it and at the same time it is socially and ethically accepted by the society. A retailer and a dealer also make sure that the display or any technique of visual merchandising window display do not hurt any religious sentiments or is not biased with any section of the society. Retailers and visual merchandisers always make an attempt to bring out positive ideas which are socially accepted. Visual merchandisers and retailers need to take care of every minute detail which might affect the young generation or the kids in a negative manner. They need to avoid nudity and violence in their displays for e.g. Simple thing like while dressing up a female mannequin which is so similar to a human body the display designer needs to

make sure that before wearing the garments on it an inner wear is put up on it just as similar to how a Indian women dress up decently Apart from the social front most of the visual merchandisers, dealers and retailer also agree that the displays should be made out of eco-friendly materials and there needs to be reusability of the visual merchandising window display displays.

Majority of the retailers, dealers and visual merchandisers were found to be agreed that the visual displays and the information signage should be ethical by giving the right information and not misleading the shoppers. Majority of them believe that there needs to be eco-consciousness in the materials they use for displays plus the display material should protect the consumers from health adversities and save the consumers from pungent odor and reduce health risk such as headaches, nausea, respiratory disorders, burning sensation in the eyes, nose and throat etc. by avoiding chemicals in their paints while using different colors paints in the store. The respondents at South Indian retail market affirmed the positive intension of visual merchandising window display and window display to let customers feel comfortable. Also majority of companies are deciphering ways to make graphic prints safe and environmental friendly.

4.4.3 Hypothesis Analysis

Taking into consideration of the proposed research objectives and respective subject matter analysis, in this thesis certain research hypotheses have been defined. The proposed research hypotheses represent the predominant factors of Visual Merchandising window display and its impact on consumers buying behaviour. A number of factors such as visual merchandising, elements and its impact on consumer buying behaviour, consumer's footfalls, buying impulse manipulation etc have been examined. To perform hypothesis testing, the Pearson correlation test has been observed. The discussion of the hypothesis test is given as follows:

Hypothesis-1

Window display is an effective promotional tool to increase footfalls and sells in retail market.

The following table presents the correlation analysis for hypothesis-1.

Table 4.11 Correlation Analysis for Visual Merchandising window display as promotional tool in South Indian retail market.

		Visual Merchandising window display	Promotional tool to increase footfalls and sells
Visual Merchandising window display	Pearson Correlation	1	0.825**
	Sig. (2-tailed)	0.000	0.000
	N	700	700
Window display as promotional tool in South Indian retail market	Pearson Correlation	0.825**	1
	Sig. (2-tailed)	0.000	0.000
	N	700	700

In general, this hypothesis at a confidence level of 95% or at significance level of 0.005. From the above mentioned table (Table), it can be observed that the correlation coefficient between virtual merchandising window display and window display as promotional tool in retail market, is 0.825. Since the obtained correlation coefficient value is higher than the significant level and hence it affirms that there exist direct strong relation between the window display and its utility as a potential promotional tool. Here, the positive relation affirms the null hypothesis could be rejected under observed statistical test. This relation also confirms that the positive correlation suggests that the visual clutter avoidance due to visual merchandise window display attracts consumers to make buying decision, irrespective of location and culture.

Considering an additional test analysis where it is intended to explore the relation between the window display activities or usages and consumer footfalls at certain retail outlet, the following table also affirms that the visual merchandising window display a strong correlation between consumers footfalls ($p=0.843$). The correlation coefficient is more than the significant level and therefore it exhibits strong positive relation.

Table 4.12 Correlation analysis between visual merchandising window display and consumer footfalls

		Visual Merchandising window display	Consumer footfalls
Visual Merchandising window display	Pearson Correlation	1	0.843**
	Sig. (2-tailed)	0.000	0.000
	N	700	700

Consumer footfalls	Pearson Correlation	0.843**	1
	Sig. (2-tailed)	0.000	0.000
	N	700	700

Hypothesis-2

Window display has direct impact on consumer buying behaviour or purchase intention.

In order to examine the correlation between window display and consumer buying behaviour or purchase decision, in this thesis the Pearson correlation has been obtained. As depicted in the following table (Table 4.13), it can be found that the correlation coefficient between visual merchandising window display and consumer purchase intention. The correlation analysis has depicted the pearson coefficient of 0.849 that is higher than the significant level. It affirms that there exist positive strong relation between window display and consumers buying behaviour. It may be because of the attractive merchandise presentation, better product presentation, and ambience at the outlets. The result states that the hypothesis is accepted for the presented case.

Table 4.13 Correlation analysis between visual merchandising window display and consumer purchase intention

	Visual Merchandising window display	Consumer purchase intention
Visual	Pearson 1	0.849**

Merchandising window display	Correlation		
	Sig. (2-tailed)	0.000	0.000
	N	700	700
	Pearson Correlation		
Consumer purchase intention	0.849**		
	Correlation		
	Sig. (2-tailed)	0.000	0.000
	N	700	700

Hypothesis-3

There is significance of visual merchandising window display for Indian retailers

Similar to the above hypothesis test measures and efforts, in this thesis the third and the last hypothesis exploring the impact of window display on the sells increase has been examined. The following table represents the correlation between window display and increase in consumer’s footfall or eventual sells at the retail outlets.

Table 4.14 Correlation analysis between visual merchandising window display and consumer footfalls and sells at the retail outlets

Visual Merchandising window display	Increased footfalls and sells
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Visual Merchandising window display	Pearson Correlation	1	0.803**
	Sig. (2-tailed)	0.000	0.000
	N	700	700
Increased footfalls and sells	Pearson Correlation	0.803**	1
	Sig. (2-tailed)	0.000	0.000
	N	700	700

The above table depicts that the correlation between the visual merchandising window display and footfalls and sells at the retail outlets is 0.803, which is higher than the significant level. It affirms that there exists strong positive relation between window display and consumer arrival as well as sells at the retail outlet. This justifies the acceptance of the proposed hypothesis. Here the null hypothesis is rejected.

Thus, the aforementioned results and their respective significances affirm that the proposed hypotheses have been justified and accepted.

The summary of the presented hypothesis outcome is given as follows:

Table 4.15 Hypothesis results

S. No.	Hypothesis	Results
H_{01P}	Window display is an effective promotional tool for Retail Marketing	Accepted
H_{01N}	Window display is not an effective promotional tool for retail Marketing	Rejected

H_{02P}	Window display has direct impact on consumer purchase intention and buying behaviour	Accepted
H_{02N}	Window display doesn't have direct impact on consumer purchase intention and buying behaviour	Rejected
H_{03P}	There is significance of visual merchandising window display for Indian retailers	Accepted
H_{03N}	There is no significance of visual merchandising window display for Indian retailers	Rejected

4.5 Summary

In this chapter, the detailed discussion of the presented thesis work and the respective data analysis was performed. The data analysis including demographic variables based analysis and descriptive analysis for varied research constructs were performed in this thesis section. The testing of the hypothesis was also discussed using pearson correlation analysis scheme. The overall research wok has affirmed that there exist direct impact of visual merchandising window display on the consumer purchase intention and buying behaviour. The conclusion of the presented study is discussed in the next chapter (Chapter-5).

CHAPTER-5

FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 FINDINGS

- In this study, an interesting fact has come into light is that a major section (almost 72%) of the female respondents have stated that they make their purchase intension by seeing certain window display and at least they visit outlet to make their buying decisions. On the contrary, 56% of the male customers stated that they too prefer looking for window display to make their transient purchase decision.
- In one side the youths counting under age 30 are affiliated towards fashion trends and exposure, while the people ranging in between 41-60 value key aspects like the price, presentation as well as quality regardless of presentation.
- The focused or targeted respondents and specific standards it has been found that window display has direct impact on consumers buying behaviour at retail establishments and their purchase intension.
- On the contrast, almost 92% of respondents including consumers, visual merchandisers as well as retailers at malls and large scale outlets affirmed it that visual merchandising window display has significant impact on the number of footfalls and consumers buying decisions.
- Its found that consumers have identified space availability, music, lighting, color, pleasing ambience, window display and POP display as the key constructs that attract consumer.
- Window display as a key factor to motivate consumers to visit stores and make their purchase decision.
- The low standard deviation affirms that the most of respondents have similar approach and perception towards the effectiveness of window display as a tool to motivate consumers to make buying decisions.

- Window display, as suggested in above observation attracts young generation to visit outlets and make their purchase intention. Furthermore, window display and visual merchandising display tools creates better ambience to make purchase intention
- Consumers are aware of the international standard, living style and way of presentation or the trends. Under such situations, maintaining the balance of product visualization as per international standards and look can be vital for a retailer to attract consumers
- Visual merchandising window display or associated tools adds up the overall cost that directly or indirectly impacts on the cost of the product.
- Majority of retailers have stated that the usages of window display or associated virtual merchandising display tools have becomes compulsion for them to maintain balanced business and attract more customers.
- More interestingly, window display of the products or merchandise attracts them to explore presented goods that eventually motivate them to buy that product Furthermore, the key factors such as music, lighting, decoration color also have their significant role in attracting consumers to make their purchase intension that at least ensures higher footfalls
- Visual merchandising is a vital catalyst to enhance the consumer's buying behavior especially for retail merchandises. The above discussion has also revealed that to ensure minimum vacuum between a developed business establishments and the low scale retail outlets, the retailers are compelled to go for visual merchandising tools.
- All retailers always intend to achieve more benefits and hence under such ambitions, investing costs on window display and associated visual merchandising tools is a big deal. To get more customers and to compete open market, retailers don't hesitate to lower their costs.
- Visual merchandisers have stated that theme display can also be effective tool for projecting certain targeted merchandise.

- This study has found that a major fraction of respondents including retailers as well as visual merchandisers have agreed that the implementation of visual merchandising activities increases sales.
- This study has also revealed that the effective visual merchandising and better store environment motivates customers to revisit the store and make purchases.
- Visual merchandisers agreed on implementing window display to increase business growth. Meanwhile, the advance fixtures were also suggested by merchandisers.
- Visual merchandising window display is an effective and of course a potential tool to increase the footfalls at the retail outlets, visual merchandising window display is effective to enhance the rise in buying behaviour of customers as it spends its more time with well presented outlets in a pleasing environment.
- Visual merchandising window display in the future will surely be a strong platform for customers and retailers and enhance the buying process.
- Retailers and visual merchandisers always make an attempt to bring out positive ideas which are socially accepted.
- Apart from the social front most of the visual merchandisers, dealers and retailer also agree that the displays should be made out of eco-friendly materials and there needs to be reusability of the visual merchandising window display displays.
- Considering an additional test analysis where it is intended to explore the relation between the window display activities or usages and consumer footfalls at certain retail outlet, the following table also affirms that the visual merchandising window display a strong correlation between consumers footfalls.
- It affirms that there exist positive strong relation between window display and consumers buying behaviour.
- There exists strong positive relation between window display and consumer arrival as well as sells at the retail outlet.

5.2 CONCLUSION AND SUGGESTIONS

This is the matter of fact that the present day scenario is greatly influenced by way of presentation and especially it is of utmost significance when a retail establishment like mall culture, digital media based merchandise globalization etc have to be considered. In recent years, visual merchandising window display has emerged as a vital element that motivates retailers and merchandisers to decorate their outlet for increasing consumer's footfalls, attracting consumers so as to increase sells. Visual merchandising can be taken into consideration as a novel paradigm of communication to educate customers about the recent trends, right messages, and projection of merchandising, colors and fashion, most recent arrivals through multidimensional dimensional window displays and many more. In fact, visual merchandising has great significance for accomplishing enhanced selling process, ingeniously and efficiently educating customers about the products and trends, creating an influensive and attractive approach for presenting the products, establishing the appropriate background for the merchandise, inviting or grabbing the attention of the customers, and assisting customers to match its expectations and requirements with the merchandise. Thus, the goal of visual merchandising extends beyond promoting and displaying goods to engaging and persuading the potential buyers of these goods. Visual merchandising, especially in supermarkets, has a greater role to play to entice customers, retain the attention of the customers and make them purchase the products. Visual Merchandising, which is in general stated as 'Silent selling' paradigm refers the presentation of the store and merchandise at its Best possible manner and is referred as the art of displaying merchandise or products in such a way that could be appealing to the eyes of the customer, and can efficiently increase the buying behaviour of customers.

In this thesis, a case study to examine the impact and significance of visual merchandising window display in south Indian retail industry was examined. This thesis has been emphasized over the study of visual merchandising and its significance towards increasing sells in retail industry and motivating consumers to make purchase decisions. To perform proposed research work, a mixed research paradigm including qualitative and quantitative research paradigm has been applied. In qualitative research approach varied

literatures discussing visual merchandising window display and its significance towards retail business growth has been studied. Similarly, for quantitative research work, a questionnaire based data collection approach has been considered, in which various key constructs depicting the significance of visual merchandising, its different elements, etc and their respective significances on the business growth of the retail industries (particularly in south Indian retail industry) have been identified and the questionnaire has been prepared. Considering south Indian retail market as the case study geography, in this thesis and the research process, interviews has been made with retailers, consumers, and visual merchandisers. The data collection or the respondents have been selected from Bangalore, Chennai, Hyderabad, Kochi, Mysore etc. Employing semi-structured interview the data collection has been done, which has been followed by stratified sampling process. With the retrieved responses from different stake holders, in this thesis the statistical analysis has been performed to assess varied key constructs characterising the significance of visual merchandising window display and its significance to increase customer's footfalls, manipulate their purchase intentions or impulse etc.

The presented dissertation has accomplished its objective by performing a qualitative as well as quantitative research approach, where the qualitative analysis has been done based on the study illustrates that the perception of the participants regarding visual merchandising window display exhibits a subconscious reflecting an interest intense enough to influence the mental processes or behaviour of the consumer that could raise the curiosity and interest to perform purchase at certain retail outlets. In the presented research work the understanding and perceptions of the all key components of interview (retailers, visual merchandising, and customers) pointed out that the visual merchandising window display enhances the quality of environment of purchasing whether lighting or display of product etc, resulting into enhanced purchasing behaviour of customers towards targeted merchandises. This research has also depicted that window display is a vital and no doubt one of the best promotional tool to attract consumers and make them aware of the merchandise. It not only increases awareness about the product but also increases sells. In this study, an interesting fact has come into light is that a major

section (almost 72%) of the female respondents have stated that they make their purchase intention by seeing certain window display and at least they visit outlet to make their buying decisions. On the contrary, 56% of the male customers stated that they too prefer looking for window display to make their transient purchase decision. As a cumulative outcome of the research, it has been found that approximate major respondents including customers, retailers as well as visual merchandisers feel that window display plays a key factor in motivating consumers to visit stores and make their purchase decision. A major fraction has stated that window display simplifies customers buying process and assists for making quick decision and selection process. More than average respondents have affirmed that window display plays significant role to create visual clutter. With the intend to examine the customer perception towards international visual merchandising approaches and Indian approach, it has been found that in recent years the implementation of window display has significantly filled the gap between international merchandise presentation and Indian approaches in retail sector. However, there are numerous constructs that require further upgrade. This study affirms that window display can be an effective tool to present a more creative effect than international perception. In addition, considering the trends and emergence of technologies and their consequences, not surprisingly majority of retailers have stated that the usages of window display or associated virtual merchandising display tools have becomes compulsion for them to maintain balanced business and attract more customers.

The overall research outcomes and their respective significances reveal visual merchandise window display can play the significant role in attracting consumers, manipulating their buying behaviour and more importantly increasing footfalls, thus increasing sells. In the data analysis for the focused or targeted customers and standards it was found that visual merchandising window display is not just for elite outlets and for elite target customers. This response states that visual merchandising window display is practically needed for all types of retail outlets and retail customers.

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