

The importance of visual merchandising in modern trade



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Rationale of proposed investigation: Retailing as an industry has been growing tremendously, over the past decade. Different types of retailers emerged at present. The Visual Merchandising in the modern trade is a very upcoming and an effective tool of marketing. An attempt will be made to understand it's impact on consumers.

Review of work already done on the subject:

McGoldrick, P. (1990). Retail Marketing, Maidenhead.: McGraw-Hill : Retailers are facing a keen competitive market place and as a consequence of that they find many difficulties to differentiate their stores on the basis of product, place, people, price and promotion. Retail store elements such as colour, lighting and visual merchandising have always been considered as having immediate effects on the buying decision making process. The emphasis has moved away from in-store product displays, towards elements that excite the senses of shoppers such as music, smells, lighting and flooring that tend to capture the brand image or personality and help to create an unique environment and shopping experience.

Marsh, H. (1999). Pop Stars of the Retail World. *Marketing*, January:

Consumer mood is an area of inquiry which has captured the attention of consumer researchers because it is not only a subject of theoretical value but it appears to have practical implications to a wide range of consumer and marketing issues. The purpose of this research was to test the utility of Mehrabian's mood scale combined with consumer perceptions of store image on actual shopping behavior. Very little is known about effects of mood on consumer behavior; most extant and current research effort focuses on the effects of advertising or other manipulations. Thus it seemed that a study which attempted the measurement of mood at the point of purchase would provide insight into the phenomenon itself, provide a test of the scale's external validity and offer some exploratory relationships between the constructs of interest. Results indicate that consumer's moods may have effect on certain aspects of shopping, and that there may be significant interaction between the constructs of consumer mood and store image. Implications could be of importance to marketers, especially retailers.

Sherman, E. (2002) Mood states of shoppers and store image: Promising interactions and possible behavioral effects: The mood of the consumer may have influence on the number of items bought in the store, spending more money than originally anticipated, and more time than intended spent in the store. Store image was also related to number of items bought and amount of money spent; however, when the effect of mood was controlled for, these relationships lost significance.

Woodside, A. G., Trappery, R. J. and Randolph, J. (1992). Finding out why

customers shop your store and buy your brand: automatic cognitive

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processing models of primary choice. Journal of Advertising Research: The role of ambience in store choice has also been found significant. The shopping experience, as created by the store environment, has been found to play an important role in building store patronage. Shopping is a recreational activity and selecting a store is perceived to be high on “entertainment” value according to the study conducted.

Kotler, P. (1974). Atmospherics as a marketing tool. Journal of Retailing, Vol. 49 : Kotler has proposed atmospherics as an important part of retail marketing strategy. The interior design within store can maintain customer interest, encourage customers to lower their psychological defenses and easy to make purchasing decisions. Retail interior designers use atmospheric influencers to engineer shopper moods and emotions. Designers create in-store micro-climates that can excite the five senses and that can influence shopper behaviour. When deciding to purchase, shoppers may respond to more than just the product and services being offered. In-store music can be an important component of store atmosphere and can play a key role in the purchase decision-making process. consumers purchase a total product or experience, consisting of not only the physical item but also the packaging, after sales services, promotions, image and the atmosphere of the place where the transaction took place

Michael Morrison (2002). The Power of In-store Music and its Influence on International Retail Brands and Shopper Behaviour: The emphasis has moved away from instore product displays, towards elements that excite the senses of shoppers. Elements such as flat screen videos, graphics, music, aromas, lighting and flooring tend to capture the brand image or personality and help <https://assignbuster.com/the-importance-of-visual-merchandising-in-modern-trade/>

to create a unique atmosphere and shopping experience. The use of strategically selected in-store music is thought to create an immediate distinction for a retail brand. The purpose of this research is to further investigate the role of in-store music plays in shaping retail brands. The methodology includes face-to face interviews with store associates, retail specialists and selected shoppers and observation in specific retail outlets in the USA. Key findings indicate that it would seem that in-store music may play an important role in the purchase decision.

Objective(s):

The main objective of this study is to understand the influence of visual merchandising on the buying behavior of the consumers. The secondary objectives are:

To study the various components of visual merchandising in the organized retail sector

To understand the influence made by Product Display to encourage customer's buying decisions

To study the influence of atmospherics on consumers purchase decision

Major Hypothesis (s):

Ho: Product Display has an influence on the consumer's buying behavior.

H1: Product Display does not have an influence on the consumer's buying behavior.

Ho: Atmospherics have an impact on the consumers

H1: Atmospherics do not have an impact on the consumers.

Materials and Methods: Both primary and secondary data shall be used. The primary data shall be collected through filling up of questionnaire and personal interviews. The secondary data to be collected through internet, newspapers and journals. In addition, supplementary information to be collected from the store managers etc. The data analysis to be done using SPSS 17.0 and MsExcel.

Tentative Chapter wise details of proposed research:

Chapter 1: Introduction

Chapter 2: Materials and Methods

Chapter 3: Findings and Analysis

Chapter 4: Recommendations and Conclusion

References Cited:

Colborne, R. Visual Merchandising: the business of merchandise presentation

Sherman, E. (2002) Mood states of shoppers and store image: Promising interactions and possible behavioral effects

Treblanche, N. S. (1999). The perceived benefit derived from visits to a super regional shopping centre. South African Journal of business, Vol. 30

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Woodside, A. G., Trappery, R. J. and Randolph, J. (1992). Finding out why customers shop your store and buy your brand: automatic cognitive processing models of primary choice. *Journal of Advertising Research*

McGoldrick, P. (1990). *Retail Marketing*, Maidenhead.: McGraw-Hill,

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Signature of the candidate with date

Outline Approved

Name and signature of supervisor with date

Comments by reviewer