



A STUDY ON IMPACT OF VISUAL MERCHANDISING ON CUSTOMER BUYING INTENTION AT FASHION RETAIL SHOPS IN BANGALORE

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ABSTRACT

Fashion retail shops nowadays have been developed into a higher existence. New players emerge in the market to satisfy customer demand by placing themselves in attractive shopping malls. Fashion retailers could not depend on products, price, promotion, and place to win the competition among the fashion retailers. Visual merchandising becomes tools and opportunities to differentiate them with other competitors. Visual merchandising as the total store environment, including window display, layout, coordination, signage, and lighting are managed by the retailers to attract customer to enter their store and expected to make a purchase in their store. The objective of this research is to examine the relationship of visual merchandising and customers purchase intentions. The second objective is to gain differences of customer perceptions in visual merchandising elements from the most four preferred fast fashion retailers: Shoppers stop, Lifestyle, Pantaloons and West side. The study was executed in Bangalore. A Questionnaire regarding visual merchandising is filled by 100 respondents in the age group of 20 -40 years. The results found that there is no significant difference between different fashion retail shops related to the visual merchandising perceptions. The hypotheses regarding Visual Merchandising were tested using ANOVA, Correlation and T-test.

Keywords: Consumer Behavior at Retail shops, Visual Merchandising, Customer Purchase Intention, Organized retail shopping, Buying Behavior