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

Virupaksha Goud G
PhD Research Scholar (VTU-RRC)
Visvesvaraya Technological University, Belgaum

&

Pradeep Kumar P
Student, MBA, DSCASC, Bangalore

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

INTRODUCTION

Visual merchandising is a silent selling technique that helps to reduce the employee mix and increase per square feet returns and can further help in reducing marketing budgets. It is defined as everything that the customer sees both exterior and interior that creates a positive image of a business and result in attention, interest, desire and action on the part of the customer. The visual merchandising is a marketing based terminology adopted in retail shops and represents the most important marketing tool. It also represents the most direct means to publicize a product. Means of promotional signatures like billboards, banners, posters, buntings, placards, pamphlets, shop boards, shelf markers and hand bills of any company, shop or brand which a buyer can see or come across are considered during his shopping. Visual merchandising is not only about what is stated above, but it also includes the layout of stores such as shelving styles, sections, atmosphere, store possess and the brands available. It is visual identification of the product, brand, concept and the means of establishing a relationship between a consumer and the product to generate sales. Among the many marketing strategies, visual merchandising is the one which establishes a direct interaction and a closer communication with a consumer.
REVIEW OF LITERATURE
Mills, Paul and Moorman (1995) defined visual merchandising as “the presentation of a store/brand and its merchandise to the customer through the teamwork of the stores advertising, display, special events, fashion coordination, and merchandising departments in order to sell the goods and services offered by the store/company”.

Window Display
The Window display is a nonverbal visual communication technique; it’s one of the most important components of the retail business. It’s a critical marketing tool which has a high impact on customer’s first impression of store image and customer decisions to enter a store when they do not set out with the specific purpose of purchasing a certain item in a store (Ha, 2006).

Store Layout and Organization
The Retail fashion store offers a roadmap in store to make the customer feel easy to find their way to store and finding the item they looked for. In-store traffic movement becomes the important role in the retail facility’s success (Hui et al. 2007). In fast fashion concept, layout and display features were determined as being a key communication due to flexibility for change offered by changeable and alteration display (Barnez, Lea-Greenwood, 2009). The Clear roadmap helps the customer to browse in a store. Uncrowded aisle space will create an enjoyable and pleasant feeling to customers while they are in store activity.

Coordination
Lam & Mukherjee (2005) have observed significant effects for merchandise coordination on product evaluation and purchase intention in the apparel retail store setting. Well coordination on apparel items induced higher aesthetic response toward two complementary products as a whole (Enjoyable, nice-looking, pleasing, attractive, good appearance, and beautiful) than poorly coordinated items. Ha (2006) recorded the previous studies revealing the social impressions (Socially acceptable, fashionable, popular, higher in status, desired impression, and approved by others) of apparel items were influenced by the coordination of apparel items.

Signage
Signage in the retail environment may fall into two categories, the first being institutional and directional. fixed signage includes more permanent signs indicating areas and facilities of the store for example, fitting rooms, exits, ladies wear, pay station, etc. The signage associated with alerting customers to fast fashion is representative of the second category that includes signage that is more flexible and has immediacy in providing information and promoting purchase. Lea- Greenwood (2009) found that signage as a crucial element of visual communication as it provides a “shortcut” to communicate relating to a product in a store.

Lighting
Lighting is one of the major contributing factors of visual merchandising in retail setting. It creates a distinctive effect on particular product displayed. The Park and Fars research (2007) observed that the color quality of lighting in a retail store environment such as color temperature and color appearance affects consumer’s emotional states and the behavioral intention of approach-avoidance. Quartier et al (2008) found that Lighting contributes to the mood, arousal, and consumer behavior in the organized retail shop.

Purchase Intention
In retail, intentions to purchase are usually determined by willingness to stay in the store, willingness to repurchase, willingness to purchase more in the future, and willingness to recommend the store to others (Macintosh and Locksin 1997). Previous research suggests that store environment cues provide significant effect on customer purchase intention because the store environment influences the customers” about potential benefits and overall perceived value of purchase (Liao et al.2012). If the consumers perceive the atmosphere of the store could change their mood and make them feel happy, the purchase intention will be promoted. The store design should arrange the store to give convenient feeling to its customer. The higher convenience that the store design presents to its consumer, the better the customer’s purchase intention could be promoted.

STATEMENT OF THE PROBLEM:
Visual merchandising is widely practiced by fashion retail shops in Bangalore as a selling technique for attracting the customers. Even though visual merchandising is widely practiced, its impact on customers is unknown as no research literature or limited research literature found. Hence this study is undertaken to determine the impact of visual merchandising on the customer buying intention at fashion retail shops in Bangalore.
THEORITICAL BACKGROUND OF THE STUDY:

STIMULUS
- Window Display
- Store Layout
- Coordination
- Signage
- Lighting

ORGANISM
Customer Perception

RESPONSE
Purchase Intention

Fig: S-O-R Model of Customer Buying Intention, Source: Thang and Tan (2003:193)

As shown in Figure, the stimulus that pertains to the visual merchandising elements includes window display, layout, coordination, signage and lighting. The S–O–R Model of customer purchase intention focuses on the most important elements to succeed with store appearance and image. In becoming a customer oriented business, management needs to be familiar with each of the elements in the model (Thang and Tan, 2003: 193).

SCOPE OF THE STUDY:
The title selected for the study is limited to fashion retail shops in Bangalore city. In future, this study can be chosen as a reference for implementing visual merchandising with real time and 3D visualization that delivers huge benefits for merchandisers, enabling a creative, innovation-based workflow that is much greater than the sum of its parts.

OBJECTIVES OF THE STUDY:
- To study the elements of visual merchandising adopted by fashion retail shops
- To study the impact of visual merchandising on customer buying intention
- To study the customer opinion on visual merchandising

RESEARCH METHODOLOGY:
Extensive literature reviews revealed some key variables which could be used as key indicators in visual merchandising. It also gave me a new insight on how different consumer’s demographics such as gender, age, qualification and work experience might influence on their purchase decision. Questionnaire format follows the work of Astrid Nur Rahma and Ir.Mustika Sufiati Purwanegara (2013). 100 samples were used for this study. Primary sample selected from 4 different organized retail shops in and around Bangalore city in Karnataka. Sampling frame is the customers who visit the fashion retail shops at Shoppers stop, Lifestyle, Pantaloons and West side and random sampling used for selecting the sample.

DATA ANALYSIS
Collected data from the sample was analyzed by using descriptive statistics and inferential statistics. Parametric statistical tests like t-test & ANOVA test was used to test the difference in means among various group of sample. The Correlation was applied to test the relation between each dimension of the questionnaire. All statistical tests were conducted with the help of SPSS (Statistical Package for Social Science) software. Following is the illustration of descriptive statistics along with reliability and commonality of each item of the questionnaire.
ANALYSIS AND FINDINGS

The below table indicates the mean and standard deviation of each scale item which was used for study. Frequency distribution of respondent on visual merchandising items of the scale.

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>Name of the items</th>
<th>Mean</th>
<th>standard deviation</th>
<th>Strongly agree (5)</th>
<th>Agree (4)</th>
<th>Neutral (3)</th>
<th>Disagree (2)</th>
<th>Strongly disagree (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WD is eye catching</td>
<td>4.12</td>
<td>0.97732</td>
<td>38</td>
<td>48</td>
<td>6</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>WD's are ornamental</td>
<td>3.83</td>
<td>0.86521</td>
<td>17</td>
<td>59</td>
<td>17</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>WD's grabs customer attention</td>
<td>3.72</td>
<td>1.00584</td>
<td>18</td>
<td>51</td>
<td>23</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>WD's are seasonal</td>
<td>3.59</td>
<td>0.76667</td>
<td>8</td>
<td>52</td>
<td>31</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>Mannequins are used for WD's</td>
<td>3.46</td>
<td>0.77094</td>
<td>1</td>
<td>57</td>
<td>32</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>VM-layout should not be cramped</td>
<td>3.77</td>
<td>1.04306</td>
<td>25</td>
<td>41</td>
<td>26</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>Layout should have enough shelf space</td>
<td>3.64</td>
<td>0.99005</td>
<td>14</td>
<td>52</td>
<td>25</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>Aisles should not be crowded</td>
<td>3.63</td>
<td>1.04306</td>
<td>13</td>
<td>50</td>
<td>27</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>Layout should be well routed</td>
<td>3.56</td>
<td>0.99005</td>
<td>9</td>
<td>56</td>
<td>23</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>10</td>
<td>Layout should be easily accessible</td>
<td>3.67</td>
<td>0.90626</td>
<td>20</td>
<td>45</td>
<td>24</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>11</td>
<td>VM-coordination gives inspiration</td>
<td>3.62</td>
<td>0.95685</td>
<td>12</td>
<td>47</td>
<td>33</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>12</td>
<td>Coordination should be creatively attractive</td>
<td>3.52</td>
<td>1.06415</td>
<td>11</td>
<td>41</td>
<td>40</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>13</td>
<td>Color Coordination grabs customer's attention</td>
<td>3.73</td>
<td>0.82609</td>
<td>18</td>
<td>52</td>
<td>19</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>14</td>
<td>Coordination of theme grabs customer's attention</td>
<td>3.6</td>
<td>0.94281</td>
<td>12</td>
<td>51</td>
<td>27</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>15</td>
<td>Signage is an important aspect in VM</td>
<td>3.55</td>
<td>0.79614</td>
<td>6</td>
<td>54</td>
<td>31</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>16</td>
<td>It gives a clear picture of discounted products</td>
<td>3.52</td>
<td>0.81004</td>
<td>4</td>
<td>57</td>
<td>29</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>17</td>
<td>VM-Lighting should be pleasing</td>
<td>3.58</td>
<td>0.90095</td>
<td>11</td>
<td>49</td>
<td>31</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>18</td>
<td>Lighting should be noticeable to grab customer's attention</td>
<td>3.59</td>
<td>0.9</td>
<td>12</td>
<td>48</td>
<td>30</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>19</td>
<td>I would like to visit again</td>
<td>3.47</td>
<td>0.8343</td>
<td>10</td>
<td>37</td>
<td>45</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>20</td>
<td>I would like to visit frequently</td>
<td>2.95</td>
<td>0.68718</td>
<td>1</td>
<td>16</td>
<td>62</td>
<td>19</td>
<td>2</td>
</tr>
</tbody>
</table>

Analysis: WD is the element in which majority of the respondents agree that it has impact on purchase intention when compared to all other elements of visual merchandising. However people accept that WD is seasonal in nature. Customers expect that shop layout should be easily accessible and well routed one. Customers agree that color coordination grabs the attention. 20% of the respondent recorded that Visual merchandising is not making them to visit frequently retail shop.

INFERENTIAL STATISTICS

Inferential statistics is a way of bringing out inferences about the research and its variables by using the sample responses. In this study t-test, ANOVA Test & Correlation Analysis are used to draw inferences about the sample under study.
T-TEST FOR GENDER AND COMPONENTS OF VISUAL MERCHANDISING

Gender Classification of Respondents:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>65</td>
<td>65.00%</td>
</tr>
<tr>
<td>Female</td>
<td>35</td>
<td>35.00%</td>
</tr>
</tbody>
</table>

t-Test is used to find out the significance of differences between two means of two independent samples. This test helpful to identify, is there any significant difference between the two groups with regards to the variable of interest.

<table>
<thead>
<tr>
<th>Equal variances assumed</th>
<th>t-test for Equality of Means</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>t</td>
<td>df</td>
</tr>
<tr>
<td>Window Display</td>
<td>2.060</td>
<td>98</td>
</tr>
<tr>
<td>Layout</td>
<td>.634</td>
<td>98</td>
</tr>
<tr>
<td>Coordination</td>
<td>1.194</td>
<td>98</td>
</tr>
<tr>
<td>Signage</td>
<td>1.558</td>
<td>98</td>
</tr>
<tr>
<td>Lighting</td>
<td>.931</td>
<td>98</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>.579</td>
<td>98</td>
</tr>
</tbody>
</table>

Analysis

From the above table p value is greater than 0.05. Hence, t test is insignificant. Therefore, we can claim that there is no significant difference of opinion between two different genders on the window display, layout, coordination, signage, lighting and purchase intention.

ANOVA FOR DIFFERENT FASHION RETAIL SHOPS

ANOVA Test is a technique used to determine the difference in means among more than two groups. While interpreting the results if p-value less than or equal to 0.05 (P <= 0.05) then such variables are said as statistically significant different and possess difference between dependent and independent variable. If p-value greater than or equal to 0.05 (P => 0.05) then such variables are said as statistically insignificant.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Shoppers stop = 27 shops</th>
<th>Lifestyle shops = 29</th>
<th>Pantaloons shops = 27</th>
<th>West side shops = 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>WD</td>
<td>Between Groups</td>
<td>2.222</td>
<td>3</td>
<td>.741</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
<td>47.305</td>
<td>96</td>
<td>.493</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>49.526</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td>Layout</td>
<td>Between Groups</td>
<td>2.404</td>
<td>3</td>
<td>.801</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
<td>64.385</td>
<td>96</td>
<td>.671</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>66.788</td>
<td>99</td>
<td></td>
</tr>
<tr>
<td>Coordination</td>
<td>Between Groups</td>
<td>.555</td>
<td>3</td>
<td>.185</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
<td>51.252</td>
<td>96</td>
<td>.534</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>51.807</td>
<td>99</td>
<td></td>
</tr>
</tbody>
</table>
From the above table p value is greater than 0.05, therefore we can claim that there is no significant difference between elements of visual merchandising and different fashion retail shops.

**ANOVA FOR DIFFERENT AGE GROUP OF RESPONDENTS**

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>.371</td>
<td>3</td>
<td>.124</td>
<td>.242</td>
<td>.867</td>
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<tr>
<td>Within Groups</td>
<td>49.155</td>
<td>96</td>
<td>.512</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>49.526</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Layout</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>9.44</td>
<td>3</td>
<td>.315</td>
<td>.459</td>
<td>.712</td>
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<tr>
<td>Within Groups</td>
<td>65.844</td>
<td>96</td>
<td>.686</td>
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<tr>
<td>Total</td>
<td>66.788</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coordination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>2.816</td>
<td>3</td>
<td>.939</td>
<td>1.840</td>
<td>.145</td>
</tr>
<tr>
<td>Within Groups</td>
<td>48.990</td>
<td>96</td>
<td>.510</td>
<td></td>
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<tr>
<td>Total</td>
<td>51.807</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signage</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>.216</td>
<td>3</td>
<td>.072</td>
<td>.140</td>
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<tr>
<td>Within Groups</td>
<td>49.412</td>
<td>96</td>
<td>.515</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>49.628</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lighting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>.183</td>
<td>3</td>
<td>.061</td>
<td>.097</td>
<td>.962</td>
</tr>
<tr>
<td>Within Groups</td>
<td>60.345</td>
<td>96</td>
<td>.629</td>
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<tr>
<td>Total</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Pur_intention</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>.110</td>
<td>3</td>
<td>.037</td>
<td>.080</td>
<td>.971</td>
</tr>
<tr>
<td>Within Groups</td>
<td>43.980</td>
<td>96</td>
<td>.458</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>44.090</td>
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</tr>
</tbody>
</table>

**Analysis:**
From the above table p value is greater than 0.05, therefore we can claim that there is no significant difference between elements of visual merchandising and different age group of respondents.
### ANOVA FOR EDUCATIONAL QUALIFICATION OF RESPONDENTS

<table>
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<tr>
<th>Frequency</th>
<th>High School = 1</th>
<th>PUC Diploma = 9</th>
<th>Graduation = 52</th>
<th>Post-Graduation = 38</th>
</tr>
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<tr>
<td></td>
<td>Sum of Squares</td>
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<td>F</td>
</tr>
<tr>
<td>WD</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Between Groups</td>
<td>.307</td>
<td>3</td>
<td>.102</td>
<td>.200</td>
</tr>
<tr>
<td>Within Groups</td>
<td>49.219</td>
<td>96</td>
<td>.513</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>49.526</td>
<td>99</td>
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<td></td>
</tr>
<tr>
<td>Layout</td>
<td></td>
<td></td>
<td></td>
<td>.335</td>
</tr>
<tr>
<td>Between Groups</td>
<td>.692</td>
<td>3</td>
<td>.231</td>
<td>.301</td>
</tr>
<tr>
<td>Within Groups</td>
<td>66.097</td>
<td>96</td>
<td>.689</td>
<td></td>
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<td>Total</td>
<td>66.788</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Coordination</td>
<td></td>
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<td>.513</td>
</tr>
<tr>
<td>Between Groups</td>
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<td>.161</td>
<td>.171</td>
</tr>
<tr>
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**Analysis:**
From the above table p value is greater than 0.05, therefore we can claim that there is no significant difference between elements of visual merchandising and Educational Qualification of respondents.
ANOVA FOR OCCUPATION OF RESPONDENTS

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</table>

Analysis:
From the above table p value is greater than 0.05, therefore we can claim that there is no significant difference between elements of visual merchandising and Occupation of respondents.

CORRELATION
Pearson’s correlation coefficient is a statistical measure of association between different dependent variables (Zikmund, 2003). Correlations are useful when a research involves many variables and to examine the inter relationship between variables. Pearson’s correlation co-efficient determines the extent to which values of two variables are linearly related or proportional to each other. The correlation calculation lies between -1 to +1. Where the value of +1 indicates a perfect positive correlation and a -1 indicates negative correlation.


<table>
<thead>
<tr>
<th></th>
<th>WD</th>
<th>Layout</th>
<th>Coordinati on</th>
<th>Signage</th>
<th>Lighting</th>
<th>Pur_intention</th>
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</table>

From the above table P value is less than 0.05; hence we can claim that visual merchandising Window Display, Layout/Organization, Coordination, Signage, and Lighting are together positively related to Purchase Intention.

**Conclusion:**

The aim of this research was to investigate the relationship of the importance of visual merchandising elements on customers purchase intention especially in fashion retail store. An important finding of this study was the visual merchandising elements certainly influence customers purchase intentions. The result demonstrated that there was significant relationship between purchase intentions to visual merchandising elements: window display, layout, coordination, signage, and lighting in the store when it is linked partially. When the entire visual merchandising element is linked together to purchase intention, only window display that give significant value related to purchase intention.

This research also provides the descriptive analysis from four fashion stores, which are Lifestyle, Shoppers stop, Pantaloons and West side related to its visual merchandising element. The results divulge that there is no significant differences between these four fashion shops, the mean score obtained from descriptive analysis indicated that visual merchandising element in window display, layout, coordination, signage, and lighting from these four fast fashion has already proficient. In summary, the current study has both managerial and research implication. Confronting the present ever dynamic in fashion store atmosphere, it gives the managers in fashion store for a better understanding of the visual merchandising element affects the customer purchase intentions. Management of the fashion store also could use the visual merchandising elements to underlined in substantiate a retail strategies. In example, fashion retailers could use window display element to attract customers to enter the store and utilizing the visual merchandising as the strategies could create favorable attitudes of the customers, such as customers would be aware about the products offered in the store, want to browse in the store, and do a purchase. Thus the result presented from this research is quite limited and far away being generalizable to the Bangalore population.

**References**

6. Ha, Y. (2006), the influence of online visual merchandising on consumer emotions: moderating role of consumer involvement. Presented in Partial Fulfillment of the Requirements for the Degree Doctor of Philosophy in the Graduate School of The Ohio State University. Columbus, Ohio: The Ohio State University.


