



“A STUDY ON VISUAL MERCHANDISING IN RETAILING”

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ABSTRACT

Retailing consists of all business activities that engage in selling goods and services to the consumers for individual and domestic use without any intent to resale. Customers are gradually getting more quality aware and preferring shopping in a better environment. As the preferences of consumers are varying, new business opportunities are also coming up in retailing. This gives rise to new areas of study in retailing e.g. Shopper buying behavior so that retailers can modify their shopper targeting strategy.

This paper is emphasis on Visual merchandising in retailing.

KEY WORDS: Changing Life style, Buying Pleasure, One Stop Shopping, Purchase Value, Preference of Organised Retail, Attractive Promotions, Virtual Merchandise.

INTRODUCTION

Visual Merchandising (VM) is the activity of promoting the sale of goods, especially by their arrangement and presentation in retail outlets (New Oxford Dictionary of English, 1999). This includes combining product, space and environment into a exciting and attractive display to encourage the sale of a product/service. It has become an important part in retailing that is a group effort involving buyers, the visual merchandising director, designers, senior management, architects, merchandising managers and staff. VM starts with the store building itself. The administration decides on the store design to reflect the products the store is going to sell and how to create a affectionate, friendly, and approachable atmosphere for its prospective customers.

In other words, Visual Merchandising is the art of displaying goods in a manner that is alluring to the eyes of the customer.

It includes the whole thing that a customer sees from the time he walks up to, into and through a retail environment. This is also called Point of Purchase Display.

Virtual Merchandise is very essential to create a lasting first impression in the minds of the customers. Customers incoming the store are very much influenced by the information they collect in the first few seconds after entering a retail outlet. A fruitful retailing business requires that an unmistakable and predictable picture be made in the client's mind that penetrates all item/benefit contributions. VM can make that positive client picture that prompts winning deals. It not only communicates the store's image, but also reinforces the stores advertising efforts and boost impulse buying by the customer.

Numerous basics can be utilized by VM in making shows, including lighting, space, shading, item data, tangible sources of info, for example, contact, smell, and sound and additionally advances, for example, computerized shows and intuitive establishments.

VM is not a science, there are no fixed rules. Visual merchandising is one of the ultimate stages in trying to set out a store in a way that consumer will find appealing and attractive and it should reflect and

follow the principles that underpin the store's image. Visual merchandising is the way one displays the goods for sale in the most eye-catching manner with the end intention of making a sale.

VM is the specialty of executing valuable structure thoughts to build store deals volume and traffic. Virtual Merchandising is an art and science of displaying merchandise to make possible maximum sale. This is a tool to attain sales and targets and a tool to improve merchandise on the floor, and a mechanism to communicate to a consumer and persuade his decision to buy. Virtual merchandising uses season based displays to set up new arrivals to customers, and thus enhance conversions through a systematic and planned approach by displaying stocks available.

OBJECTIVES:-

1. To Study the Purpose of Visual merchandising
2. To Study the Techniques of Visual Merchandising
3. To Study the Various Components of Visual Merchandising

PURPOSE OF VISUAL MERCHANDISING

The basic objective for VM is a aspiration to attract customers to a place of business in order to sell the maximum merchandise. VM is offered to the customer through interior and exterior presentation. Each should be synchronized with the other using the store's overall theme. Keeping up and making a store's visual marketing plan, nonetheless, is certifiably not a simple undertaking. It is important to much of the time figure out what the client sees. This evaluation from the customer's perspective starts on the exterior and workings through the interior of the store. Every single client has a psychological picture of a store and its stock. A store ought to have a satisfying appearance that makes the client encounter agreeable but then prepared to purchase.

The reason of visual merchandising can be summarized below:

- >Informing the customer about the various products creatively and effectively
- >Adding value to the store ambience and enhancing the selling process from browsing to buying
- > Routing Traffic into and within the store
- >Promoting the sale of merchandise
- >Catching attention and enticing entry into the store
- >Creating awareness about the type of merchandise available in the store
- >Enhancing quick product identification
- >Creating an atmosphere conducive to buying
- Offering a distinct identity to a retail outlet vis-à-vis competitors
- >Linking fashion, product design and marketing keeping the product in prime focus
- >Attracting attention to stimulate impulsive buying

TECHNIQUES OF VISUAL MERCHANDISING

1. **Idea oriented Presentation:** It is a method of presenting merchandise base on the idea or an image of a store. Individual items are grouped to show customers how the items could be used and combined. This approach encourages customer to make multiple complementary purchases.
2. **Color presentation:** A color symbolizing a specific theme is used by displaying the same color apparels throughout the store in a specific period.
3. **Price lining:** A price conscious customer is taken care of, by the price lining type of merchandise presentation technique, wherein customer can easily find an item at a price he wants to pay. All SKUs of a product are arranged in such a way that it gives the flexibility to the customers in terms of selection.

4. **Vertical merchandising:** This technique uses a simple fact of eye movement of a customer, after entering and during searching for the specific item. Arranging national brands at eye level and store brands on lower shelves can be said to be a part of vertical merchandising as customers scan from eye level down.

5. **Style or Item presentation:** All discount stores, grocery stores, hardware stores and drugstores employ this method for nearly every category of merchandise. For e.g. in a departmental store, when customers look for specific merchandise, like trousers, they expect to find all items in the same location.

6. **Tonnage Merchandising:** Huge quantities of merchandise is displayed together to perceive the items as low price items as customer always-associate large quantity to the less price. The price image of the store is portrayed by using Tonnage Merchandising presentation technique.

7. **Frontage presentation:** The product is exposed to the customer to the maximum possible extent in frontage presentation technique. Ex.- In Crossword bookstores, the New arrival type of books is so set as to see the entire face cover.

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