

Analytical Study of Visual Merchandising and Its Impact on Consumer Behaviour Towards Durable Products

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Abstract

The purpose of this paper is to study the role of visual merchandising in the context of consumer behaviour towards durable products. To understand the entire process of consumer behaviour, it is essential to focus on the role of media. There are many factors driving consumer behaviour, such as culture and media. The use of visual images in advertisements may have a positive impact on consumer behaviour towards purchasing durable products. Visual merchandising has become an integral part of marketing. A product's packaging and presentation are some of the most important factors for consumers to make a purchase decision. A good visual presentation implies that the product is neat, clean, and easy to find on the shelf. This can help build brand image in the eyes of consumers. Since time immemorial, retail industries have observed a variety of variables that determine their profits. Marketing experts usually point out consumer behaviour as the most important variable.

Keywords: Merchandising, Product placement, Consumer behaviour, Decision making process.

Introduction

Today, the retail industry is facing a challenging market environment with changing consumer behaviour and low-profit margins. In addition to this, the retail sector has to face new competition from online retailers who are threatening traditional brick-and-mortar retailers. As a result, retail stores need to constantly adapt to the new market environment by improving their business strategies in order to survive in this competitive market.

One of the most important issues that decision-makers in retail need to deal with is how to enhance customer experience at physical stores which is a key factor influencing purchase decisions. One way of doing this is to make sure that they are able to identify the best products

for their customers. To do this, they need to have a way of understanding how well a product is performing in relation to its competitors. This can be done by analysing the performance of each product over time and by comparing it to its competitors. Visual Merchandising plays a vital role in promoting the product. Product promotion is the process of communicating a product's benefits to customers. The promotion of products through various channels like advertisements, direct marketing, etc. are important in order to create awareness about the product and attract potential customers.

The study is based on visual merchandising being one of the strategies adopted by retail companies for enhancing their sales and profitability. Although it is an old term which means "display of merchandise", there has been some shift in its meaning over the years. Its role has become much more diverse than displaying goods for sale and many researchers argue that visual merchandising can no longer be separated from branding (Rodman & Walborn, 1998). It has evolved into one of the most critical strategies used by retail companies for selling their products

Since time immemorial, retail industries have observed a variety of variables that determine their profits. Marketing experts usually point out consumer behaviour as the most important variable. It can be applied as a means of communication to encourage consumers to make purchase decisions and remain loyal to the products offered by the store. this paper addresses three main research questions; i) Is visual merchandising influencing consumer's decision-making process towards durable products? ii) What are the major influences that contribute to influencing the decision-making process? iii) Are consumers interested in durable products as it was assumed by traditional marketers?

The extensive use of visual merchandising has been growing in importance every year, to promote products and services. Visual merchandising is encouraging, in terms of the demand for products and services. Visual merchandising is a key component of brand marketing and a valuable tool for improving the quality of customer service.

Objectives of the study

The purpose of this study is to determine whether there is a correlation between consumer behaviour and visual merchandising towards durable products. The overall aim of this study is to find out whether visual merchandising influences consumer decision-making process when purchasing durable products.

Research Methodology

We used a conceptual study approach that visually appealing product is considered by consumers as one of the key decision factors when they are making a purchase decision.

This study aims to understand consumers' preferences when they want to make a purchase decision. This research is predicted that consumers prefer the concept of product design in terms of visual attractiveness when making purchase decisions. The conceptual design plays a more important role in the consumer decision-making process than other non-design elements such as functional and economic value. Designers and marketers should be more focused on the consumer experience, understanding consumer characteristics and needs, creating the right dialogues with consumers that touch on emotions and values, and then develop concepts that are aligned with consumer preferences.

Literature Review

Today, visual merchandising is an important aspect of the retail industry. In fact, it can have a great impact on the consumer's purchase decision. Visual merchandising is defined as the art of displaying items for sale in a manner that attracts consumers and creates interest in products(Katrandjiev&Velinov, 2014).

Visual merchandising is an essential component in the marketing mix of retailers. This is because visual merchandising can affect product display, the interaction between buyer and seller, and ultimately the purchase decision of customers. Visual merchandising has a positive

effect on sales because people are more likely to buy items they are attracted to or that are well displayed(Das, 2015).

Visual merchandising is a marketing tool that can be used to increase sales and improve the customer experience. It can also help a retailer create an image or brand for their store. This helps differentiate them from competitors and increases• Improved sales – Visual merchandising is one of the most effective ways to increase sales. This is because it makes products more appealing and encourages customers to buy them. There is no one right way to use visual merchandising, but some techniques are commonly used by retailers(Pillai et al., 2011)

Visual merchandising is often considered a subset of retail marketing. It is also closely related to the fields of visual display and environmental design(Mehta & Chugan, 2013).

The term "visual merchandising" was coined by Robert M. Young in his book, Visual Merchandising: A Practical Guide to Displaying Goods". Visual merchandising is the art of displaying the product in such a way that it attracts consumers and makes them want to buy it. Visual merchandising is a part of visual marketing but it should not be confused with other marketing strategies like digital or print marketing, which are also essential for a successful visual merchandising strategy(Nobbs et al., 2015).

Visual merchandising is about creating a visual experience for the customer, whereas digital and print marketing is about reaching the customer. In other words, digital and print marketing are used to attract customers to your store or website, while visual merchant(Bhatti & Latif, 2014).

Merchandise is the goods that a retailer stock in its stores. It is also called stock. The merchandise in a store usually consists of several categories such as food, household goods, clothing, and electronic products. In a retail store, the merchandise is arranged by a method called merchandising. Merchandising is the art of displaying and arranging products in a way that maximizes their appeal to customers. It involves the selection, purchase, storage, and display of products. Merchandising is one of the most important aspects of retailing because it helps to determine how successful a retailer will be(Daniel, 2015).

This is especially true for small retailers who must compete with larger, more well-known companies. Merchandising can be done in several ways, including Abandoned cart emails – Send a reminder email to shoppers who have abandoned their carts. You can do this by using the data you collect on your site and sending an email with special offers or incentives to get them back into your store. – Send a reminder email to shoppers who have abandoned their carts. You can do this by using the data you collect on your site and sending an email with special offers or incentives to get them back into your store. Follow-up emails –Send a follow-up email to shoppers who have abandoned their carts. You can do this by using the data you collect on your site and sending an email with special offers or incentives to get them back into your store(Kumar & Yinliang, 2012).Visual merchandising Merchandise is an important part of any businessin order for a business to succeed.The concept of visual merchandising was introduced by the Saks Fifth Avenue in New York City.

The main objective of visual merchandising is to influence customers' purchasing

- Improved customer loyalty – Customers are more likely to return to their sales.
- Improved customer experience – The goal is to make customers feel welcome and comfortable in the store. This will help them enjoy shopping and encourage them to return.
- Improved sales – Visual merchandising helps customers find what they want quickly and easily. This leads to increased sales(Li et al., 2012).

Visual Merchandising and Its Impact on Consumer Behaviour

Visual merchandising is a process that involves creating a visually appealing store environment by strategically arranging products, services, and displays for a targeted audience. A retail space can be designed in such a way that it attracts customers and encourages them to buy the products in the store.

Visual merchandising can be applied to almost any business. It provides a competitive advantage over competitors by influencing consumer buying behaviour through visual cues. It can also help retain existing customers by increasing brand loyalty and encouraging repeat purchases.

Visual merchandising strategies are implemented at different stages of the shopping cycle: pre-purchase, purchase, and post-purchase.

Pre-purchase strategies are used to influence the customer's shopping experience and brand perception before they enter the store. For example, this could be through in-store advertising or window displays. Purchase strategies are used to influence the customer's shopping experience and brand perception after they have entered the store. For example, this could be through shelf displays or product packaging.

Post-purchase strategies are used to influence the customer's experience after they have purchased the product. For example, this could be through an offer or a discount voucher.

The types of strategy are as follows:

Pre-purchase strategies are used to influence the customer's shopping experience prior to purchase.

Post-purchase strategies are used to influence the customer's shopping experience after purchase.

Pre-purchase strategies include:

Free shipping, free gift with purchase, free samples, and discounts you're not familiar with pre-purchase strategies, here's a quick overview. These are the most common ways to encourage customers to buy from you before they even see your product. It is a great way to get people to buy from you by offering free shipping. It's a huge value add and helps remove any risk of the customer not liking your product. Free shipping is a way to encourage customers to buy more. It is a very popular method of encouraging customers to buy more, and it works well for online stores.

Free gift with purchase: Another great way to encourage customers to buy more is to offer a free gift with purchase. You can give away a small item that is related to your product, or you can give away something completely unrelated.

For example, if you sell a line of children's clothing, you could give away a colouring book or a small toy. If you sell home decor items, you could give away a decorative pillow or wall hanging. The possibilities are endless. In addition to the free gift, you can also include a discount code for your customers. This will encourage them to make a purchase on your site and it will give them an incentive to come back in the future.

5. Offer a contest

Another great way to increase your site traffic is to offer a contest. This will encourage people to visit your site and it will also encourage them to share the contest with their friends.

6. Use social media

Social media is a great way to get more traffic. If you have a Facebook page, Twitter account or Instagram account, make sure that you post regularly and interact with your followers.

7. Create videos

Videos are a great way to show off your products and services. If you're not a video expert, don't worry. There are plenty of tools that can help you create great videos for your business.

The visual merchandising is the presentation of products to customers in a manner that inspires them to make a purchase. Visual Merchandising is an effective way for businesses to compete with other businesses and can reach the consumer at the right time and place. Visual merchandising helps to increase consumer spending because it enables consumers to make an informed decision whether to buy a product or not.

Visual merchandising is also known as 'in-store display', 'retail display', 'window dressing', 'merchandising'. Visual merchandising is vital for retailers to promote their product and create a lasting impression on customers. The first thing that a customer will notice when they walk into a store or pass by a shop window is the store's display.

Visual Merchandising is all about creating an attractive and appealing environment inside your store or retail space so that your products can sell faster. By using Visual Merchandising, you

can get the attention of your customers and make them want to buy those products. It's important to know that visual merchandising is not only limited to the display of the product but also the presentation of the product. Visual Merchandising is all about using visual elements to create an attractive environment inside your store or retail space so that your products can sell faster.

Visual Merchandising Tips:

1. Create a new environment

Change the look of your store to create a new environment. Remove all signs and decorations from the walls, rearrange your furniture, or change the lighting.

2. Create excitement with lighting

A dramatic lighting scheme can help create a more exciting and energetic feel.

A good lighting scheme can make your home feel like a different place, even if you're just using the same old fixtures. Try switching out your lights for some that are dimmable or that have a dimmer switch. This will allow you to create different moods and ambiances depending on your needs.

3. Use accent lighting

Accent lighting is a great way to highlight certain areas of your home, such as a beautiful piece of art or a large window. It's also great for highlighting the entrance to your home, which is especially important if you have a security system.

4. Create a statement wall

A statement wall is an easy way to create a focal point in your room. It's an excellent way to make a small space feel bigger, and it's a great option for renters who can't paint the walls.

You can do statement wall with paint, wallpaper, or even a cool piece of art. I've seen some amazing DIY projects where people used chalkboard paint to create a huge statement wall.

The key to creating a successful statement wall is to make sure that it's the right size for your space. You don't want to overwhelm the room, so if you have a small space, stick with a smaller statement wall.

Conclusion

Visual merchandising is playing an imperative role in the development of retail industry. Consumer behaviour towards durable products are different from seasonal products, so visual merchandising has to be planned accordingly to meet the prospect requirements. In the present study, a conceptual study is developed to study the role of visual merchandising in retail industry. The study includes various constructs such as retail environment, product display and customer perception etc.

The study concludes that visual merchandising has gained the attention of marketers and brand managers. Through visual merchandising, a company can attract consumers and increase their sales in the market. It is evident that visual merchandising is an effective technique that can create a positive image for a brand in the eyes of consumers.

visual merchandising helps in creating a good impression of the brand among consumers. This creates an emotional bonding with the product and increases the impulse to buy it. In addition, consistent visual messaging and display can also help in building trust among customers for your product. It is important for companies to consistently communicate the message of their brand to consumers. It is a fact that customers buy products not because of the product itself but because of the experience they have with it. They buy it because they like it, and this liking comes from their emotional connection with the brand. It is also important to note that customers do not buy products, they buy the emotions that come with it.

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