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**ATTIRING BUSINESS FOR SUCCESS AND  
ENJOYABLE INVOLVEMENTS OF CUSTOMERS'  
INTERFACE WITH VM ESSENTIALS**

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# Attiring Business for Success and Enjoyable Involvements of Customers' Interface with VM Essentials

Anita Verma\*

Senior Lecturer, Department of Commerce

**Abstract – An imperative marketing gizmo accessible with marketers is visual merchandising which is acclaimed as a catalyst to entice the consumer towards the product and at the same time fashioning its image which helps in extricating distinctly its charisma in comparison to competitor's products. Visual Merchandising bounces a communication from retailers to its customer vis-à-vis the merchandise it commends. Visual Merchandising is a fundamentally exploited custom of trade appropriate as per the rudiments of the structured retailers stipulating the engrossment of the customer in the involvement of buying innumerable products and stimulus instantaneous purchases. Visual Merchandising is expended as a constituent of consistency and modifications in the retail industry. To concoct a swift pronouncement of procurement it grinds on catechizing the customers. To assimilate the acquaintance of Visual Merchandising and engendering an underlying instrument for imminent marketing espousal in the context of organized merchandising is the intention of this paper.**

**Keywords: Visual Merchandising, Store Layout, Facade, Retail, Visual Merchandising Displays.**

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The contemporary retail has metamorphosed the technique of bestowing products and services to the customers. Visual Merchandising fusions an imperative protagonist in bestowing the inclusive assessment of the offline retail store that unmasks a variety in a visually alluring technique. The retailer implementations of approaches and preparations to attract customers at offline stores (physical retail store) including a Visual Merchandising approach. It initiates an environment within the retail store that fascinates to the customers to try and purchase the products. The customer is well-informed about the product and is attracted to offline retail stores to make purchases in an organized retail environment Indian retail industry is expanding its canvas with swift growth. When a customer is in the retail store, Visual Merchandising enlightens, provides benchmarks, and stimulates him to make a purchase.

Above and beyond the excellence and sensitivity, the Visual Merchandising brands the customer impression for the product. Online retailers are accompanying high sales by organizing big sales days while on other hand offline retailers are feeling a steep competition from e-commerce players to achieve their targeted level of sales. There is an enormous latent for enlargement in the Indian retail industry. Visual Merchandising provides an environment for the customer to select the merchandise as experience shopping. In modern retail, the visual merchandiser gives the merchandise a look & feels that appeals to

the customer to purchase even when the customer enters the retail outlet with no prior plan to purchase. Many of the displays of Visual Merchandising are seasonal, occasional, and creative. The purpose of the Visual Merchandising displays is to add visual advantage to the products which appeal to the customer to buy.

## LITERATURE REVIEW:

The review of the literature reveals the following:

Bhalla and Anuraag (2010) enumerated that VM silhouettes the décor in a mode to make shopping a preference-filled involvement. They cogitated exertions of Visual Merchandising as quiet salespersons.

Greenwood (1998) determined that Visual Merchandising stimulates the behavior of purchasers to a prodigious extent. He specified that there was a substantial positive association instituted among promotional strategies, in-store displays, and consumer buying behavior.

Ravazzi (2000) elucidates the Visual Merchandising as a constituent of modernized entry point enticing communication between purchasers and marketers. Visual Merchandising assistances the customers to come across the product visually, physically, and intellectually beforehand touching the product offered

by the retailer. The role of Visual Merchandising is very critical in sales of offline retail stores.

Gormon (2006), quantified that Visual Merchandising augments products, simplify brands, upsurge customer footfall, and sales of the products. It intensification the visual demand of products exhibited for the sale.

Turley and Milliman (2000) reconnoitered the retail outlet conniving and its influential consequence on the outlook of the purchaser. They instituted that the visually appealing store atmospherics has an unswerving consequence on consumer behavior and he devotes additional time in the store.

Age (2004) investigated to comprehend the effect of store atmospherics on consumer shopping behavior. He instituted that the store atmosphere is unswervingly interrelated to customer buying behavior and coerces the customer to devote supplementary time in the store.

### OBJECTIVES:

1. To analyze visual merchandising as the tool of marketing practices.
2. To understand the significance of visual merchandising.

### Importance of Visual Merchandising:

1. **Starting connotation** – between produce, strategy, and presentation by possessing tools for creating the product in leading attention.
2. **Apprising** – regarding the newest tendencies or suggestions by prominence at premeditated places. Visual Merchandising helps the customers to come across the product visually, physically, and intellectually before touching the product offered by the retailer.
3. **Setting the business** – in a select situation setting the business and successfully attracting the customers.
4. **Providing Information**-cultivating the information to potential customers about merchandise in an efficient manner.
5. **Unification Strategies**- comprising of the inventive, methodological, and functioning characteristics of the merchandise.
6. **Simpler Laid-back strategies** – the creation of laid-back strategies for the buyer to detect the anticipated sorting of merchandise.
7. **Choose** – strategies of marketing composing it to be simpler for buyers to do the selection. All displays require to be deliberated and devise a theme

8. **Easier Coordination** – concocting it conceivable for the buyer to do coordination of buying efforts in a planned direction.
9. **Medium of communication** – launching an imaginative intermediately to contemporary merchandise in the milieu, easily empowering extended impression and remembrance.
10. **Provides Publicity** – to the marketing activities of the marketer to attract customers enhances products, facilitate brands, increase customer footfall, and sales of the products.
11. **Provides Publicity** – to the merchandise to be sold in the marketplace attractively by the marketers.
12. **Supporting Role** – places support for the imminent sales in the marketplace in an attractive manner by the marketers.
13. **Shapes Reputation** – Standing in the market place easily vesting prolonged impress and remembrance.
14. **Encourages** – prevalent tendencies of buyers to be attracted to products that are well displayed.
15. **Boosts impression** – Creates, endorses, and enhances pictorial impression. Visual Merchandising influences the behavior of purchasers to a great extent.
16. **Secures interest** – by harmonizing interest of the trader with aesthetic senses and enhances products; facilitate brands, increase customer footfall, and sales of the products.
17. **Awakens Awareness** - among potential customers. It increases the visual appeal of products displayed for the sale.
18. **Generates wants** -for the products for even products that the consumers buy by being attracted to tastefully decorated products.
19. **Promotes Buying**- promotes choosing to buy items carefully offered. Visual Merchandising helps the customers to come across the product visually, physically, and intellectually before touching the product offered by the retailer
20. **Produces Gains** by proceeding to the greatest outline position. All displays require to be deliberated and devise a theme. Visual Merchandising influences the behavior of purchasers to a great extent.
21. **Guides** – guides and guides purchaser passage proposals. Visual Merchandising

enhances products; facilitate brands, increase customer footfall, and sales of the products

22. **Easier Introduction** – to promote newer products. This measures the design attractions' attention in a big manner that reinforces the store appearance, as well as presenting products to the customer.
23. **Inspires Entry** – inspires the buyer's entry into the showroom effective displays are created by suppliers or brand-name manufacturers.
24. **Interests Buyers** – buyers and improves buying involvement due to sellers taking up steps for product promotion and planning interior displays.

### DESIGN PRINCIPLES:

When planning interior displays, remember that the theme and image presented on the exterior must be carried throughout the interior of the store to provide consistency for the customer. Some effective displays are created by suppliers or brand-name manufacturers, while others are developed from scratch.

All displays require being deliberated and devising a theme. This measures the design attractions' attention in a big manner that reinforces the store appearance, as well as presenting products to the customer. The principles of display used in the design are:

1. **Balance** - involves the equilibrium and weight of elements between two sides of a display. All displays require being deliberated and devising a theme.
2. **Proportion** - is the proportion of the portions to the complete presentation. It increases the visual appeal of products displayed for the sale.
3. **Rhythm**- encompasses the range of programmed sequencer. It works on initiating the customers to prepare prompt decision of acquisition
4. **Harmony**- is an arrangement in sensitivity and steadiness in disposition. The effectively implemented Visual Merchandising strategy triggers a customer
5. **Lighting** -is vital in professing consideration to produce in a demonstration. Visual Merchandising also gives a message from retailers to its customer regarding the merchandise it offers

6. **Colour** -pays meaningfully to individuals to impress overall display. Besides the quality and taste, the Visual Merchandising makes the customer feel for the product.

### CONCLUSION:

The effectually instigated Visual Merchandising stratagem inductions a customer and consequences in an impulse buying behavior of the customer and adds to inclusive sales of the product. Visual Merchandising is expended as an element of uniformity and point of difference in the retail industry. It works on initiating the customers to prepare prompt decision of acquisition. Visual Merchandising also gives a message from retailers to its customer regarding the merchandise it offers. Besides the quality and taste, the Visual Merchandising makes the customer feel for the product.

Visual Merchandising plays an important part. In planned purchases, Visual Merchandising helps the customer to select desired products by Visual Merchandising displays. While in non-planned purchases, Visual Merchandising reminds and compels a customer to make a purchase.

The study is limited to the buyer policymaking procedure in the retail store. The buyer impersonations a stipulation to be comfortable and dynamism to the store to conciliate the necessities. At the moment the state of affairs for buyer pronouncement making has been altered be obligated due to the expansion of the middle-income group, spate in the salary of the buyer, approachability of assortments, and an improvement in the standard of living.

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### Corresponding Author

**Anita Verma\***

Senior Lecturer, Department of Commerce