

An Empirical Analysis of Visual Merchandising in Dynamics of Consumer Behaviour

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ABSTRACT

In Rapid Moving World, Retailers are facing Severe Competition after Globalisation & Increasing in Income Level of consumer. It has become very challenging Task for Retailer to understand the Perception of consumer Behaviour. Retailers are trying to stay ahead in changing consumer Preferences. Retailers used Visual Merchandising as a tool only to convert shopper into buyer but also building relationship with customer in Dynamic Market place. The purpose of the Study is to find out the relationship between Visual Merchandising and Building Customer Relationship. Hypotheses formulated to test the premise. The Research Based on Deductive Research Approach & Quantitative Research Approach. The study based on Primary Data, which were collected from different Organised Retail Outlets of Patna. The Survey of 111 respondents of Different Outlets of the Organized Retail Sector through a Questionnaire. For the Describing & Analysing the Result, used Descriptive & Inferential Statistics to Arrive at Conclusion. The Data were analysed by Linear Regression Analysis, Correlation to Summarize the Data. The Cronbach's Alpha Statistics used for Reliability Test to find out the Internal Consistency of Score. Validity Test is used to Analyse the Assumption Supported by the Finding or not. The Research Revealed that Visual Merchandising Influence the Building Relationship with customer in Dynamic Market Place.

Keywords: Visual Merchandising, Dynamics of Consumer Behaviour.

Introduction:

In Today's Retail Environment, Retailers are facing cut throat competition after urbanization & Increasing Income Level of Consumer. The aim of retailers are not only to convert shopper into buyer but also will be given better Customer Experience.

Review Of Literature:

Visual merchandising is all about arrangement of Product in order to improve visitor and building relationship with customer

Bhalla, S & Anuraag S, (2010). Smooth customer flow influence customer purchase

decision and improving sound relationship with shoppers.

Levy & Weitz, (2012) added lighting can enhance the retail space and increase the value of the product in customer's mind. It only facilitates deliver better customer experience but also building relationship with customer.

Bell & Ternus (2012) it act as the 'Silent Salesman'. They will help customer for easy shopping

Gibson V. (2010) Window dressing plays important role to improve sales and enhancing customer relationship.

Mcewan H. (2010) Sen.et.al (2002) window displays which would influence buying decision and improve better customer experience.

Research Problem:

After the Globalization and Urbanisation, the Retailers are Facing Fierce Competition. As we know that, there is a Huge Amount of Money and Time Invested by the Retailers to build relationship with customer. The aim of the Study is to find out the relationship between Visual Merchandising and Dynamics of Consumer Behaviour.

Gap In Knowledge:

The Review of Literature Shows that there are Various Research Papers from the Visual Merchandising Practices Sector in the Different States of India but there is no Research Work done yet on various Organised Retail Stores of Patna to See the Impact of Visual Merchandising on Dynamics of Consumer Behaviour.

Objective Of The Study:

1. To Find out the relationship between Visual Merchandising and Building Customer Relationship
2. To investigate the Effect of Visual Merchandising on Dynamic Consumer Behaviour

Research Methodology:

The main objective of the study was as to identify and evaluate the Dynamics of consumers towards the Visual Merchandising. The Descriptive Research Design used for study. The Research Methodology is Designed to Investigate the Influence of Impact of Visual Merchandising on the Dynamics of Consumer Behaviour. The Research Approach is Deductive and Quantitative in Nature. The Primary Data used for the Study.

Data Collection and Sampling

In order to Investigate the impact of Visual Merchandising on Dynamics of Consumer Behaviour within the age group of 15 years to 60 years and above were selected. The Primary Data were Collected from different Organised Retail Outlets of Patna through a questionnaire. There are 111 Samples of the Study Which Collected through Various Organised Outlets of Patna.

Hypotheses Of The Study:

- H1:** There is a Significant Relationship between Energy Efficient Light & Dynamics of Consumer Behaviour.
- H2:** Window Display has a Significant impact on Dynamics of Consumer Behaviour.
- H3:** There is a Significant Relationship between Point of Sale & Dynamics of Consumer Behaviour.

Reliability Analysis Questionnaire

Table 1.

Reliability Test of Study

Variable	Variance	Alpha	Value
Energy Efficient Lighting		7.892	0.954
Eco -Friendly Product		9.212	0.957
Eco -Friendly Point of Purchase		9.688	0.990

From the above table, the reliability test for all four variables was carried out using SPSS22.0. The Cronbach's Alpha of the reliability test was 0.962 for Energy Efficient lighting, 0.967 for the Window Display, 0.990 for Point of Sale. It means questionnaire is most reliable & significant.

Hypotheses Testing (Inferential Statistics)

Table 2.
Hypotheses Testing

Hypothesis	ANOVA Or F	R Square	P value Asymp Sig. P<.05	Result	Conclusion
H1. Energy Efficient Lighting	.000b	.852	.000	Accepted	Dynamics of Behaviour influenced by Energy Efficient Lightin
H2. Window Display	.000b	.859	.000	Accepted	Dynamics of Consumer Behaviour influenced by Window Display
H3 Point of sale	.000b	.780	.000	Accepted	Point of Sale Influenced the Dynamics of Consumer Behaviour

From the above table, the R-square (coefficient of determination) value of Energy Efficient Lighting Window display, Point of Sale is 0.852, .859 & .780 respectively. It shows that all the model is fits for data. The P-value of all variables are .000 which is less than 0.05. It means that the all Variables are positively Influenced towards Dynamics of consumer behaviour at the 0.01 level (2-tailed).

Validity Test Of The Study

Table 3.

Correlations between Visual Merchandising and Dynamics of Consumer Behaviour.

Visual Merchandising	Pearson Correlation	Visual Merchandising
	Sig. (2-tailed) Correlation	1
	N	111
Dynamics of Consumer Behaviour	Pearson Correlation	.757**
	Sig. (2-tailed)	.000
	N	111

**** . Correlation is significant**

Based on the above table shows, the significant value is $r = 0.757^{**}$ So, it can be said that if the Visual Merchandising level will increase, then the Dynamics of consumer behaviour will also increase with 75%. It means when the Visual Merchandising will increase, then it will influence the Dynamics of Consumer Behaviour in the Shop.

Data Analysis And Interpretation
(Visual Merchandising Influenced Gender)

Gender Category	Frequency	Percentage
Male	63	56.75
Female	48	43.24
Total	111	100.0

Source-Sample Survey 2018

Graph 1 The percentage of the respondent based on Gender

Analysis: Based on the figure above, majority of the survey's respondent are male with 56.75.%while the remaining with 43.24% is female. The purpose of the study to know the impact of Visual Merchandising on Dynamics of Consumer Behaviour.

Conclusion:

- ✦ The Most Impactful Sustainable Visual Merchandising Practices element according to customers are Energy Efficient lighting, Window Display and Point of Sale.
- ✦ There is deeply influence of Visual Merchandising Practices on the Dynamics of Consumer Behaviour.
- ✦ Most of the Customers visit here (about 36.01%) are having annual income 200001-4 lac
- ✦ Most of the customer (about 36%) of organised outlets belongs to students.
- ✦ Most of the visitors of outlets (about 41. %) are belong to 15-30 age group.

Recommendation:

As per the Result, there is between Visual Merchandising Practices and Dynamics of Consumer Behaviour.

The Study is Suggested that Visual Merchandising not only influence the customer to

buy product but also give Best Customer Experience.

The Study Reveals that the use of Energy Efficient Lighting, Window Display, & Point of Sale, it would not only Minimize the Indirect Cost of the store but also enhances the Profit of Store.

The Study is Suggested that Retailers can Survive for long term by adapting Visual Merchandising Practices as Strategies that Meet the Need of Organised Retail.

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