

“A STUDY ON IMPACT OF VISUAL MERCHANDISING ON BRAND AWARENESS AND CUSTOMERS PURCHASE INTENTION”

WITH SPECIAL REFERENCE TO PRESTIGE FORUM MALL

Mr. Tejus S.M

Dr Anitha G.H,

PG Research Scholar, Department of Management Studies, Global Academy of Technology,
Bengaluru – 560 098

Professor, Department of Management Studies, Global Academy of Technology, Bengaluru – 560 098,

Abstract: The report is basically the mere display of a study that is conducted by survey study by floating questionnaire among public. Where the study mainly concentrating on the various visual merchandising techniques such as utilizing displays, signs, and aesthetics, visual merchandising may greatly increase brand exposure. Customers are drawn to attractive displays that are well-designed and aesthetically appealing, which makes a positive impression on them about the company. Engaging visual merchandising components, including as window displays, in-store layouts, and product presentations, promote brand memory among customers, raise brand exposure, and establish a distinctive brand image. Where by the report is using these VM elements to find the relative influence on brand awareness and customer purchase intention

Keywords: Visual Merchandising, Brand Awareness, Purchase Intention, Mannequin Styling, Window display

Introduction

Visual merchandising is about presenting your retail premises and products in an attractive way to entice customers and drive sales. Attracting customers begins on the outside of your retail store. You can do this through visual merchandising methods, including strong signage and appealing window displays. These techniques should aim to bring customers inside the store. Brand awareness refers to the familiarity of consumers with a particular product or service. A brand awareness campaign seeks to familiarize the public with a new or revised product and differentiate it from the competition. The extent to which consumers recognize and welcome a brand that target audience of the attractiveness of the company's brand and consumer's predisposition or inclination to buy a product or service. The most famous and recognizing brands are the one which are surviving and making the most profits out of their brand awareness techniques used over their reputation and attracting the customers. It represents the consumer's plan or willingness to make a purchase in the near future based on their current attitudes, preferences, and perceived need for the product or service.

THEORETICAL FRAMEWORK

Visual Merchandising:

It is that part of marketing technique which is used in every retail format to have the most attractive out look of a product or items that has to be displayed to the customers perspective

Brand Awareness:

Is nothing but the name, logo and the reputation is known and is admirable to customer with high number of support shown to a brand by customer.

Consumer purchase intention:

Intention is something that an individual express towards any situation that they come across and if any question asked or giving their point of view on a particular product, brand, items, etc.

Type of Research: Exploratory research is used in the study

Exploratory research: is often qualitative and primary in nature. However, a study with a large sample conducted in an exploratory manner can be quantitative as well. And that aims to explore and gain initial insights into a problem, phenomenon, or research question.

Statistical design (tools used): Percentage analysis, Correlation, Regression.

Sampling Technique: Simple random sampling. **Sampling Size: 100** **Statement of the problem:**

Visual Merchandising has long been considered as important strategic business decision for a number of reasons. First, customer brand awareness are influenced greatly by merchandising which denotes the relationship between customer loyalty and repeat purchasing. Second, retailers may be able to develop a sustainable competitive advantage through merchandising.

Objective of the study:

- To study the impact of various elements of Visual Merchandising on brand awareness
- To study the impact of Visual Merchandising on customer purchase intention.
- To study the dynamics of visual merchandising elements.

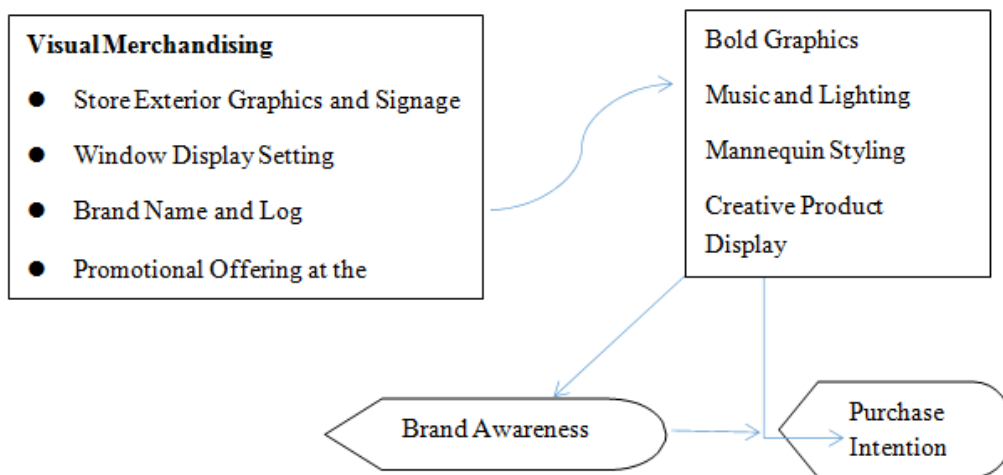
Hypothesis:1

H0: There is no significant influence of Visual merchandising on Brand Awareness. H1: There is a significant influence of Visual merchandising on Brand Awareness.

Hypothesis:2

H0: There is no significant influence of Visual merchandising on Purchase Intention. H1: There is a significant influence of Visual merchandising on Purchase Intention.

Working Model:



The purpose of this model is to explain how different visual merchandising elements, such as exterior, window display, brand name and logo, promotional offers, supporting infrastructure, such as graphics, lighting, space adjustments, doll properties, etc., are used as tools to attract customers. The routes clearly demonstrate the connections between the flow of the chart from visual merchandising elements, which have an impact by altering how a customer learns about a specific brand.

DATA ANALYSIS AND INTERPRETATION

| Model Fit Measures-Brand awareness | | | | | | |
|------------------------------------|-------|----------------|------|-----|------|-------|
| Overall Model Test | | | | | | |
| Model | R | R ² | F | df1 | df 2 | p |
| 1 | 0.218 | 0.0477 | 4.90 | 1 | 98 | 0.029 |

| Model Fit Measures-Purchase intention | | | | | | |
|---------------------------------------|--------|----------------|-------|-----|-----|-------|
| Overall Model Test | | | | | | |
| Model | R | R ² | F | df1 | df2 | p |
| 1 | 0.0652 | 0.00426 | 0.419 | 1 | 98 | 0.519 |

INTERPRETATION:

In the model fit table the R value showing that there is 21.8% of variations that could be observed between VM & BA and R² (4.77%) showing the goodness of fit of the data.

F-stat value is depicting the overall model fit & statistical significance of 4.90. With 98 as degree of freedom. Whereas the p value is 0.029 which is less than .5 level of significance showing positive influence of the independent variable towards dependent variable. We reject H0 and accept H1 as there is significant influence.

In the model fit table the R value showing that there is 6.52% of variations that could be observed between VM & PI and R² (0.42%) showing the goodness of fit of the data-stat value is depicting the overall model fit & statistical significance of 0.419. With 98 as degree of freedom. Whereas the p value is 0.519 which is greater than 0.5 level of significance showing high level deviation of the independent variable and dependent variable. We Reject H1 and accept H0 as there is no significant influence.

Findings:

The findings of the report is to say that there has been clear significant influence of Visual merchandising on Brand awareness and on the other hand there is no significant influence on Customer purchase intention having the statistical study showing positive impact but having a weak strength of distribution of variances through correlation and regression.

Suggestions:

It would be challenging to propose an appropriate answer to the aforementioned study because it is a very small population data and the test reveals that there is a constantly evolving trend in the creative disclosure influences consumer purchase intention, lead by the brand name being heavily influenced by promotional activity with tools and techniques of visual merchandising elements such a as lighting color space utility window display and other creative presentation of products etc.

Conclusion:

According to the study's findings and observations, it appears that based solely on the components of the visual merchandising concept, retailers can unquestionably make a greater difference in the awareness of the product to every customer, regardless of their social status and income, with their spending capacity being able to be aware of all such potential brands out there in this wide market. The commodity market and its large range of items will be significantly altered by these affects that are to be made on the clients.

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