

VISUAL MERCHANDISE'S MARKETING COMMUNICATION AND ITS EFFECT ON CONSUMER PURCHASE BEHAVIOUR IN THE RETAIL SECTOR IN PUNE

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Abstract

Visual merchandising is recognized as a marketing communication tool used by retailers to communicate the store or company's fashion value and quality image to prospective consumers. It involves the presentation of products in a visually appealing way to attract and engage shoppers. The main aim of visual merchandising includes educating consumers, enhancing the store's image, and encouraging multiple sales. This is achieved by displaying apparel and accessories together, which can encourage cross-selling and upselling. A distinctive aspect of this study will be its focus on the unique supermarkets of Pune City. Pune, with its diverse demographic and rapidly evolving retail environment, presents a fertile ground for examining how visual merchandising influences consumer behavior in supermarkets. The city's supermarkets range from local favorites to national chains, each offering a different experience in terms of product variety, pricing, and store design. Understanding these nuances will provide a comprehensive picture of how visual merchandising can be optimized to meet the needs and preferences of Pune's shopper. By incorporating the specific background and characteristics of Pune City Supermarkets into the study, contribute valuable localized insights to the broader discourse on visual merchandising and consumer behavior in the retail sector. The study focuses on Visit Frequency and Time Spent in supermarkets and how much time they spend during each visit. Also, focus on the reasons for the choice of supermarket and Consumer Behaviour in Supermarkets. This may involve factors such as location, pricing, product range, and, the general appearance of the store and available facilities. Emphasis on the general opinions on Supermarket Appearance and buying behavior with reference to Visual Merchandise. This may involve observing whether the placement of products and visual displays affects purchasing decisions. It's essential to conduct this kind of research to understand consumer preferences and behaviours better. Retailers can use this information to tailor their visual merchandising strategies and store layouts to attract and retain customers. Additionally, feedback on the overall shopping experience and reasons for choosing a particular supermarket can inform marketing and business strategies.

Keywords: *Visual Merchandise, Marketing Communication, Consumers Buying Behaviour, Retail Sector, Visible goods, Consumer Purchasing Patterns, Supermarkets*

BACKGROUND

Merchandising is an important marketing strategy and tool that helps establish a direct line of communication with customers by allowing them to see or imagine what they are doing while they are purchasing. As the real residual mechanism of selling, visual merchandising focuses on how consumers are typically

informed about the product and whether the message conveyed through visual media is appropriately captured in the context to influence positive behavioural or psychological outcomes.

Pratima and K.M.Vadalli (2017) - Have you assumed control over the impact that visual merchandising plays in attracting customers to retail establishments in Visakhapatnam City?

The study's authors looked at the many components of visual merchandising and how it affects consumers' purchasing decisions. The writers have researched the reasons behind the importance of visual merchandising as a marketing technique and have given retailers advice on the kinds of visual merchandising that influence consumer purchasing decisions.

V.P.S Arora (2017)- Describe the many elements of retail visual merchandising and examine how India sign eras affect consumer purchasing decisions. The study's authors also pay close attention to the challenges encountered while using visual merchandising in retail settings. The comparison analysis of visual merchandisers at different retail establishments is the subject of this study.

K.L.Bhatti and S. Latif (2014) - Have looked into how mean displays affect consumers' purchasing decisions and how visual merchandising influences impulsive purchases. The study's authors have also concentrated on the connections between consumer impulse buying and floor merchandising. Authors have investigated how stores affect consumers' impulsive purchases. The study's authors discovered that visual merchandising for a display and the removal of the brand name have an impact on consumers' impulse purchase behaviour.

Thomas and Vipin Kumar 2018- Have investigated the connection between typical outside variables that cause impulsive purchases and consumer purchasing behaviour. In addition, several studies have looked at how different aspects of 81 merchandising affect consumers' purchasing decisions. The study's authors have informed the company about the kinds of facial merchandising that can affect customers' impulsive purchasing decisions. The study's authors have concentrated on how customers view visual merchandising when making decisions about purchases.

A crucial component of the marketing environment, particularly in the store, is visual merchandising. Retailers must therefore

understand the right combination of visual merchandising ingredients to provide a cohesive store environment and appropriate budgetary provision in order to draw customers. It is a crucial cost component in store outline components. The current study, in the background, focuses on how merchandising affects customers' purchasing decisions at the stores. The purpose of this study is to determine consumer attitudes regarding supermarket aesthetics in general and the factors that influence their selection of specific supermarkets. There are six objectives of this study, including: 1. To study different visual merchandise used as marketing communication; 2. To know about the visit frequency and time speed by the consumers in the supermarket; 3. To focus on the reasons of choosing particular Super Market by the consumers; 4. To know the opinions of the consumers about the factors related to general appearance of supermarket; 5. To know the opinions of the consumers about the facilities available in the supermarket; 6. To understand the consumers buying behaviour with reference to the visual effect in the supermarkets.

METHOD

The study is based on primary as well as secondary information. The study is descriptive in nature; the required primary information has been collected through the questionnaire prepared for consumers of retail sector. A structured questionnaire was developed to collect primary data directly from consumers. This questionnaire includes a range of question types, such as Likert-scale questions, multiple-choice questions, and open-ended questions to capture both quantitative and qualitative insights. Quantitative data from the questionnaire was analyzed using statistical software to identify patterns, correlations, and significant differences in consumer behavior and perceptions related to visual merchandising. Qualitative responses were

been analyzed thematically to extract insights on consumer preferences and experiences.

RESULT AND DICUSSION

Supermarkets are having an important role in shopping in India. The popularity of

supermarkets is increasing every day and Consumers belonging to all age groups are becoming more and more accustomed to purchasing from the supermarket. The following table shows the visiting frequency of consumers to supermarkets

Table 1. Frequency of the visits to supermarkets by the consumers

Particulars	Frequency	Percentage
Weekly	56	28%
Once in a fifteen days	40	20%
Once in a month	63	32%
More than a month	41	20%
Total	200	100%

The majority of consumers are 32% visited supermarkets once a month. 28% are visiting the supermarket weekly and 20% of respondents are visiting once in 15 days or more than one-month frequency is used depending on

the accessibility and facilities available in the supermarkets. The following table shows the duration of time spent in supermarkets by the consumers.

Table 2. Duration of time spend in supermarkets by the consumers

Particulars	Frequency	Percentage
Less than one hour	61	30%
One hour to four hours	117	59%
More than four hours	22	11%
Total	200	100%

The majority of the consumers 59% have stated that they usually spend one to four hours in the supermarket. 30% have stated that they spend less than 1-hour purchasing in the supermarkets. There are many reasons for choosing

supermarkets rather than small stores by the consumers. The following table indicates the major reasons for choosing particular supermarkets.

Table 3. Reasons of choosing particular store markets (Multiple responses)

Particular	Frequency	Percentage
Wide range of quality products	200	100%
low price	189	95%
attractive environment	113	57%
design layout of the store	87	44%
discount offer	193	97%
facilities	174	87%
other	112	56%

100% of consumers have stated that issues particularly supermarkets due to the availability of a wide range of quality products there. The low price of products attracted 95% of consumers and 57% of Consumers have to choose particularly the Store market only because of the environment that attracted them. The design or layout of the store attracts 44% of consumers therefore they prefer a particular store market for shopping purposes. Discounting is used to decrease the price of the product in mini-store markets they offer store-wide discounts to move access products and make adequate space for new products. 97% of consumers have stated that they choose a particular stock market because it offers attractive discounts on the products. The

various facilities available in the stock market attracted 87% of consumers and 56% of Consumers have stated that they choose a particular stock market because of the availability of important points of building availability of a variety of products, attractive visual appeal and display, debit/ credit card payment facility etc. All the above factors are positive for choosing a particular supermarket by the consumers. Store decor layout referred to store design or layout design. This term is used for the way, retailers set up products, displays, fixtures and merchandise in the store. The following table shows the opinion of the consumers about the decor and layout of the store market which they have chosen for shopping purposes.

Table 4. Store decor and layout (Opinion of the consumers)

Particulars	Excellent		Good		Average	
	frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Landscape	93	47%	49	24%	58	29%
Decor	101	51%	39	19%	60	30%
Window display	113	57%	33	16%	54	27%
Theme display	73	37%	104	52%	23	11%

layout	123	62%	47	23%	30	15%
Music	47	24%	119	59 %	34	17%
Point of scale display	53	26%	109	55%	38	19%
lighting	117	59%	49	24%	34	17%
Signage	55	28%	127	63%	18	9%
digital display	110	55%	55	28%	35	17%
product Positioning	128	64%	62	31%	10	5%
Colour scheme	78	39%	103	52%	19	9%
Pleasant fragrance	36	18%	133	67%	31	15%

In the opinion of 47% of consumers, the store landscape are excellent in the opinion of 47% of consumers it is excellent and in the opinion of 24% of consumers it is good and in the opinion of 29% of consumers, it is average. 51% of consumers face that the decor of the story is excellent, 19% of sales it is good and 30% have Prince that is average. The window display is an arrangement of products in the store window it is also related to the Merchandise or depictions of merchandise or service provided by the retail store market. In the opinion of 57% of consumers, the window display of the store that they referred to is excellent. In the opinion of 16% of consumers, it is good whereas 27 % have stated that it is an average category. Theme display is anything in a store market that helps to promote the sales of products a visual merchandising strategy focuses on the appearance of retail display. It is a point of interaction when the products and consumers. In the opinion of 37% of consumers, the theme display of the stock market is excellent, in the opinion of 52% it is good and in the opinion of 11%, it is average in nature. In the context of the layout of the stock market, 62% of consumers have an opinion that it is excellent. 23% of consumers have the opinion that it is good whereas 15 % have stated that it is average in nature.

Many studies have indicated that the speed, rhythm and value of music playing in the Store market is affecting the buying behaviour of the consumers and affects their choices of buying and how much to buy. In this context, 24% of consumers have an opinion of Excellent. 59 % have stated that it is good and 17% have stated that it is average. Point of sale display is a special mode of promotion of products it is usually found near organised checkout counters. The main aim of the point of sale is to attract the consumers towards new products or it is also used for special offers by store markets. 26% of consumers have the opinion that point of sale display is excellent, 55% of consumers have the opinion that the point of sale display is good and 19% of consumers have the opinion that the point of sale display is average. 59% of consumers have an opinion that the lighting arrangement is excellent, 24% of consumers have stated that it is good whereas 17% have stated that the lighting arrangement in the store is average.

A seen age is a graphic display which helps to deliver a message to our consumers. It is the most effective and least expensive mode of advertising the product. It is the most effective and least expensive mode of visual advertising for the product. It plays an important role in the way Consumers remember and perceive the product brand. In this regard, 28% of consumers

say that it is excellent, 63% of consumers have stated that it is good whereas only 9% say it is average in nature. A digital display is a Flat panel screen placed in the Store market. It is an effective communication mode for keeping consumers updated about products and new products. 55 % of consumers have said that the digital display is excellent in nature. 28% have stated that it is good, whereas 17% of consumers have stated that it is average in nature. Product positioning is related to fixing the exact position of the product offered in supermarkets. It is a process of determining new products' position in the minds of consumers. In the opinion of 64% of consumers, the product's position in the store markets that they have preferred for shopping is excellent. In the opinion of 31% of consumers, it is good and in the opinion of 5% of consumers, it is average in nature. In the opinion of 39% of consumers, colour schemes in the stock market are

excellent, 52% of consumers opined that colour schemes adopted in the stock market are good whereas 9% of consumers have opined the colour scheme is average. The use of pleasant fragrances in the Store market increases the buying needs of the consumers and helps to increase sales of the products. In this context, 18% of consumers have opined that the fragrance used in the stock market is excellent. In the opinion of 67% of consumers, it is good and in the opinion of 15% of consumers, it is average in nature.

The big supermarkets are combined with departmental Stores. They are also known as hypermarkets. The facilities provided by supermarkets or hypermarkets include banks, restaurants, child Care Centres etc. the following table shows the opinion of the consumers about the various facilities provided in the store markets

Table 5. Facilities provided in the supermarkets (Opinion of the consumers)

Particulars	Excellent		Good		Average	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Ambience	51	25%	133	67%	16	8%
Parking space	24	12%	74	37%	102	51%
Timings	111	56%	68	34%	21	10%
Proximity	58	29%	106	53%	36	18%
Other	64	32%	118	59%	18	9%

Store market ambience includes physical characteristics of the store such as window display, music, Nighty pictures etc. in this context 25% of consumers have stated that the ambience of Supermarket that they have preferred for shopping is excellent, in the opinion of 67% of respondents it is good and in the opinion of 8% consumers, it is average. Parking of vehicles is now becoming a critical problem in big cities. In this contest 12% of

consumers have opined that the parking facility provided by the supermarket is excellent, in the opinion of 37% of consumers it is good and in the opinion of 51% of consumers, there is no adequate parking space. It is average in nature. The timing of the stock market is also very convenient for shopping stated by 56% of consumers. According to 34% of consumers, the timings of Supermarket is good and 10% of consumers have stated that the timing of

supermarkets is not convenient for shopping purposes. Proximately Supermarkets vicinity is in the vicinity of residential areas also cause for an increase in sales and good responses from consumers.

In this context 29% of consumers have said that the proximity of supermarkets is excellent for them, 53% of consumers have said that it is good and 18% have said that the proximity of Supermarkets is not convenient for them. It is far from the difference the supermarkets; there are other facilities available for the consumers. This includes Bank facilities, restaurants, movie theatre, toilets etc. in this regard 32% of consumers have stated that all

other facilities provided by the supermarkets are excellent, according to 59% of consumers Facilities are good and only 9% of consumers have opined that the other facilities provided in the supermarkets are average in nature.

Impulsive buying is the tendency of consumers to purchase goods or services without any planning in advance. It is also explained as the immediate purchase of goods without any intention of shopping. To know whether there is any impact of visual merchandise on the impulse buying behaviour of consumers is also one of the major objectives of the study. The information collected in this regard is presented in the following table.

Table 6. Impulsive buying in the store market with reference visual merchandising

Particulars	Frequency	Percentage
Yes	72	36%
No	50	25%
May be	78	39%
Total	200	100%

The above table shows the impulsive buying behaviour of consumers due to the effects of visual merchandising. 36% of consumers have stated that they will buy good service impulse due to the impact of visual merchandising in supermarkets. 25% of consumers have stated that they will not buy any goods impulsively and 39% of Consumers are not sure whether they had their roots in the supermarket impulsively under the influence of visual merchandising. It shows that the majority of consumers are not under the influence of visual merchandising in the store market.

Findings:

- 1) On the basis of collector primary information it is found that the majority of the consumers visit to supermarkets once a month or weekly. The frequency

of consumers' visits depends on the proximity and facilities available in the supermarkets.

- 2) As per the information provided by the consumers it is found that the majority of the consumers spend 1 hour to 4 hours for shopping in the supermarkets very few consumers spend more than four hours for shopping.
- 3) Availability of a wide range of quality products, low price, discount offers, and facilities are some of the important reasons for choosing a particular store market by the consumers. Apart from this, ample points of billing, alternative visual appeal and display etc. factors are also caused to get preferences by the consumers for a particular store market.

- 4) As per the collected primary information it is observed that the factors such as- window display, the layout of the store, lighting, digital display, product positioning, and decoration are excellent marketing communication in the opinion of the majority of the consumers. In the opinion of some consumers factors like themed display, music, points of the display, colour scheme, fragrance etc. are good or average in nature.
- 5) It is found that factors like timing of store market, ambience etc. is excellent in the opinions of some consumers. In the opinion majority of the consumers, factors like- ambience, proximity and other factors like- restaurants, bank facilities, etc. are good in nature. The parking space facility in the store market is average in nature stated by the majority of the consumers.
- 6) Asphalt information majority of the consumers are not sure and ready to buy goods impulsively under the influence of visual merchandising in the supermarkets. Very few consumers have stated that they will impulsively buy goods in the supermarket due to the impact of visual merchandising.

CONCLUSION

This research aimed to explore consumer perceptions of the supermarket experience, in Pune city focusing on various factors such as store layout, decor, ambience, digital displays, and more. The findings reveal insightful trends that have significant implications for retail marketing strategies and store management practices. Product positioning and store were highly praised, with 64% and 62% of consumers respectively considering them excellent. This underscores the importance of strategic product placement and intuitive store design in enhancing shopping experiences and

potentially driving sales. The window display effectiveness, with 57% of consumer approval, highlights the crucial role of first impressions in attracting customers. This suggests that investments in creative and engaging window displays can be a powerful tool for increasing foot traffic and stimulating interest in the store's offering digital displays and signage' received positive feedback, indicating a consumer preference for modern and interactive elements within the store environment. the positive reception of store ambience and proximity to consumers' residences indicates that these factors play a substantial role in store selection and loyalty. Finally, the study hinted at the potential impact of visual merchandising on impulse buying behaviour, suggesting that elements contributing to a positive shopping environment can encourage spontaneous purchases. This highlights an opportunity for retailers to design store environments that not only meet functional needs but also inspire and stimulate additional purchases. On the basis of collected information, it is concluded that consumers' impulse buying behaviour by visual merchandise is significantly impacted in Supermarkets of Pune. The present study noted that there is a strong interaction between consumers' impulsive buying behaviour and visual merchandising. The displayed products not only attract the consumer's attention but also encourage their urge to do Impulse buying. Visual merchandising is a silent salesman but definitely conveys the sales message through visual appeal. Therefore, the market should give more importance to visual merchandising to differentiate itself from the competitors. With the globalisation of the retail market, visual merchandising is growing because it is not concerned about decorating a store but must also civilise the brand keeping the target consumers in mind.

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