

# Visual Merchandising's Impact On Consumer Buying Decisions In Visakhapatnam Retail Stores

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**Citation:** M.Rupusundara Rao, et al (2023), Visual Merchandising's Impact On Consumer Buying Decisions In Visakhapatnam Retail Stores, *Educational Administration: Theory and Practice*, 29(2), 676-685  
Doi: 10.53555/kuey.v29i2.7973

## ARTICLE INFO

## ABSTRACT

**Innovative Approaches for Customer Attraction:** Unveiling the Impact of Visual Merchandising on

### Purchase Decisions Introduction:

In the modern retail landscape, the pursuit of new customers requires stores to adopt fresh and inventive strategies. Contemporary store designs are meticulously crafted to expedite customers' purchase choices. This study aims to elucidate the pivotal role played by visual merchandising in shaping purchasers' decisions when considering a specific product. The study explores a range of variables, including colour, layout, texture, communication, and décor, to shed light on their collective influence.

### Methodology and Sample:

A sample of 1000 people from busy shopping centres and malls around Visakhapatnam were included in the study. The study used a quantitative strategy using self-administered surveys to analyse how visual merchandising components and customer purchase choices interact.

### Influence of Visual Elements:

Visual merchandising hinges on a suite of elements, each bearing potential influence over consumers' choices. Among these, colour and landscaping emerged as the most potent factors in swaying purchase decisions, followed closely by texture, communication strategies, and décor.

### Significance of Colour and Landscaping:

The study underscores the profound impact of colour and landscaping on the psyche of shoppers. Strategic use of colour schemes and thoughtfully crafted store layouts are instrumental in triggering positive purchase choices. These elements combine to cultivate an environment conducive to swift and confident decision-making.

### Texture, Communication and Décor:

Texture, though slightly trailing behind colour and landscaping, still wields considerable influence. The tactile experience conveyed through products and displays subtly guides shoppers toward purchase decisions. Effective communication strategies, encompassing signage and product information, hold a pivotal role as well. Furthermore, the ambiance created by store décor serves as an essential backdrop that either reinforces or detracts from shoppers' inclination to buy.

### Implications for Store Management:

Based on the study's findings, store managers are advised to meticulously attend to the intricate details of their establishments. Crafting an environment that harmonizes with the preferences of store visitors is essential. Investing in strategic colour choices, optimizing landscaping arrangements, ensuring pleasing textures, enhancing communication tactics, and curating appealing décor are all pivotal strategies for driving positive purchase outcomes.

### Conclusion:

As stores vie for customer attention, the study illuminates the transformative power of visual merchandising. By recognizing the dominant influence of colour,

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landscaping, texture, communication, and décor, retailers can navigate the evolving consumer landscape adeptly. Armed with these insights, store managers are better equipped to craft retail spaces that not only captivate but also catalyse purchase decisions, fostering enduring customer loyalty in the process.

**Keywords:** Visual, Purchase, Shoppers, Retail, Visakhapatnam.

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### Introduction:

Enterprises are in a perpetual quest to uncover strategies and methods that can effectively amplify customer engagement with their offerings. In this relentless pursuit, a multitude of techniques have surfaced, employed by organizations to bolster their customer base and cultivate a heightened interest in the products and services they proffer. Among these strategies, one prominent contender is visual merchandising. Krishnakumar (2014) characterizes visual merchandising as a technique embraced by retail enterprises to curate a contemporary and consumer-centric encounter for potential clientele. This is achieved through a distinct fusion of merchandising prowess and innovative retail design.

At the core of this practice lies the creation of immersive display zones or featured areas that radiate an alluring blend of dynamism, elegance, allure, and theatricality within the retail landscape (Mathew, 2008). The aim is to induce a compelling pause in the trajectory of shoppers, capturing their attention and stimulating their desire to explore and ultimately make purchases. The visual merchandising approach is a testament to the pivotal role aesthetics and presentation play in shaping consumers' perceptions and propelling their purchasing behaviours. It operates as a synergistic orchestration of design elements and product arrangements that seamlessly harmonize to convey not just information, but an emotional resonance that resonates with the potential buyer.

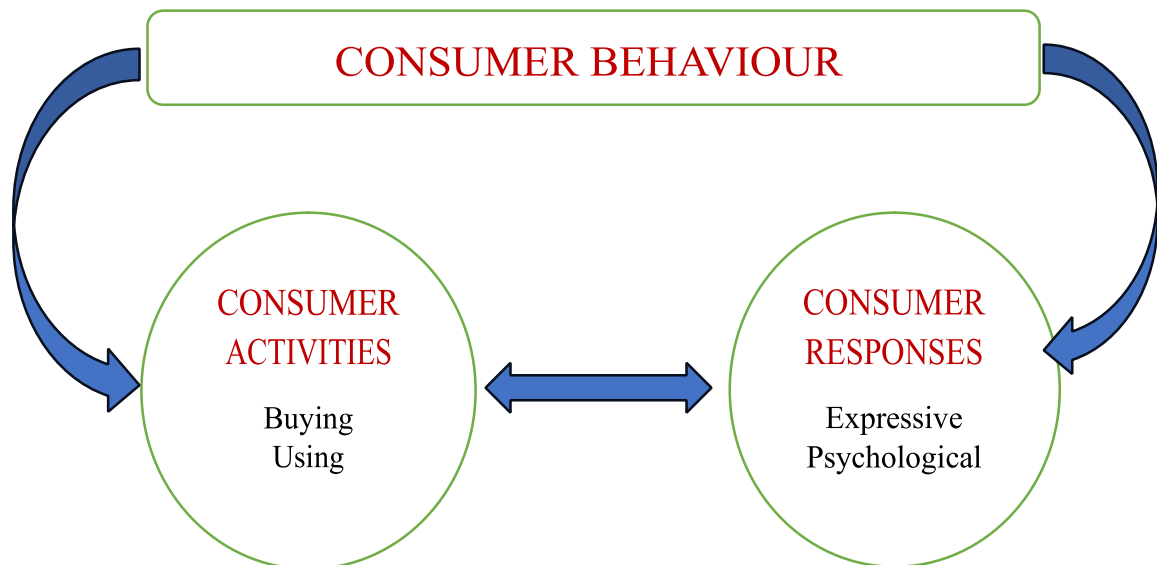
As per Krishnakumar's perspective in 2014, retailers recognize a critical juncture in the purchasing process, the moment of actual transaction, which unfolds within the physical store environment. To capitalize on this, retailers leverage visual merchandising as a strategic tool. This sentiment finds support in the work of Bhalla and Anuraag (2010), who coined the term "visual merchandising communication" or the concept of a 'silent salesman.' By coordinating the tactical presentation and display of goods inside stores, this strategy enables merchants to participate in suggestive selling. This technique effectively communicates the benefits and attributes of products. The rationale behind visual merchandising communication is that it encompasses diverse strategies, such as window displays, digital signals, and well-designed fixtures, all aimed at enhancing the visual appeal of the store. This assortment of tactics serves as a magnet, attracting potential customers and catalysing their transition from browsers to active purchasers.

Across various contexts, research underscores the pivotal role of visual merchandising in consumer behaviour and, more specifically, in shaping purchase decisions. In the realm of apparel retail, Hefer and Cant (2013) emphasize that visual merchandising profoundly impacts the consumer's shopping journey. Their findings reveal that how products are showcased significantly influences consumer reactions and, consequently, the volume of sales generated. and visual merchandising acts as a guide for consumer decisions, with the purchasing behaviour being subconsciously influenced by factors like gender, personal preferences, and the quality of visual displays.

Few research has examined the Visakhapatnam environment, despite the fact that these studies offer informative glimmers into the influence of visual marketing on customer behaviour and purchase decisions. By examining the connection between visual merchandise components, including as colour, communication, décor, texture, and landscape, and Visakhapatnam consumers' buy intentions, the current study aims to close this gap.

Within the realm of customer behaviour theory, the foundation lies in understanding human behaviour, which becomes paramount when studying consumer behaviour (Persson, 2013). Gong (2017) establishes a connection between human behaviour and consumer behaviour, emphasizing that the latter focuses on human actions in a consumer role. Consumer behaviour encompasses every thought, emotion, or action involved in the process of making daily decisions, falling under the broader umbrella of human behaviour.

In the intricate tapestry of consumer behaviour, the interplay of psychological, social, cultural, and economic factors shapes the choices individuals make, with visual merchandising acting as a potent tool that orchestrates these factors to influence purchasing decisions. Through its harmonious blend of aesthetics, communication, and psychology, visual merchandising creates an environment that guides and encourages consumers to engage with products and services in unique and compelling ways, fostering a dynamic exchange that is the heart of consumer behaviour.



**Figure 1. Customer Behaviour**

### **Visual Merchandising Communication:**

Visual merchandising communication can be likened to the finest introduction of products—an enchanting spectacle that ushers in charm, initiates the stage, and captures attention with its allure and brilliance, compelling buyers to pause, inspect, and ultimately purchase items crafted with ingenuity and expertise. These captivating showcases are often referred to as "Highlight Zones." Employing creative techniques, visual merchandising communication serves to streamline the shopping experience for both salespersons and customers alike. This process is often dubbed the "Silent Salesperson," as it disseminates information to buyers through visual mediums and employs suggestive selling techniques—providing recommendations to augment a customer's initial purchase (Truong, 1979). This systematic approach is commonly referred to as the "Visual Marketing Communication Process." Within this framework, extensive communication between retailers and customers unfolds via visual merchandising. Retailers communicate with customers through their store's interior design, layout, atmospherics, and marketing displays. Visual merchandising communication often serves the purpose of introducing new products or brand differentiations to consumers while contributing to the store's overall ambiance.

Visual marketing displays perform multifarious functions in apparel retail outlets, including bolstering sales, supporting retail strategies, engaging consumers through communication, and solidifying the fashion retailer's brand image. The tradition of showcasing merchandise in windows marked the inception of visual marketing displays. These displays aimed to enhance sales by captivating customers through window presentations and subsequently engaging them with in-store visual merchandising displays.

The study identifies key elements such as value proposition, layout, customer response, and marketing that play a pivotal role in conveying various aspects of the boutique to customers, ultimately influencing their allure and inclination to make purchases.

The study emphasizes that adhering to a well-crafted visual marketing plan facilitates the establishment of a brand image with the target market effectively and efficiently. The study concludes that mastering these disciplines in the visual domain can significantly assist in establishing a boutique in an impactful manner, yielding time and cost savings, as well as fostering loyalty and long-term customer relationships. Given this, a variety of elements have a role in the complexity of visual merchandising communication.

### **Colour:**

Colour selection within the store is a vital element, meticulously chosen to resonate with the consumer's visual sensibilities. Given that consumers are predominantly visual, they tend to spend considerable time exploring the store environment. The chosen colours need to be aesthetically appealing and aligned with the nature of the products sold. Different stores catering to distinct markets, such as babies' needs or luxury brands, demand different colour palettes that cater to the preferences and expectations of their target customers.

### **Landscaping:**

The overall design of the store, referred to as landscaping, plays a significant role. The objective of landscaping is to create a simple and engaging visual flow that directs shoppers' attention towards the focal points of the store. This design approach aims to encapsulate the essence of the store while encouraging shoppers to immerse themselves in the environment, explore products, and ultimately make purchase decisions.

**Texture:**

Texture pertains to the surfaces and contrasts within the store environment. It encapsulates the interplay between colours, sensations, and the strategic presentation of goods and services. Effective texture management contributes to creating visual intrigue, fostering a sensory experience that captivates customers' interest.

In essence, these key elements of visual merchandising communication-colour, landscaping, and texture-merge seamlessly to orchestrate an environment that is not only visually appealing but also strategically designed to guide customers through an engaging journey that culminates in confident purchase decisions.

**Communication:**

The concept of communication encompasses the interaction between customers and employees within the store. It encompasses the degree of harmony between employees and the store's décor, ambiance, and lighting. Furthermore, it signifies the level of employees' understanding regarding the products and services offered within the store, as well as their ability to assist customers in enhancing their attraction and initiating purchase intentions and decisions.

**Décor:**

Décor encapsulates the artful arrangement and presentation of products to customers. It extends to the overall aesthetic of the store, including colour schemes, materials, attraction, and comfort that the store exudes. This aspect plays a substantial role in drawing customers to a particular establishment and enticing them to explore the offerings. The décor encompasses various elements, such as signs, samples, symbols, and pricing tags within the store, all contributing to the visual and sensory experience that customers encounter.

**Purchase Intention and Decision:**

Understanding customer decision-making has been a focal point for researchers for centuries. Early economists like Nicholas Bernoulli, John von Neumann, and Oskar Morgenstern delved into consumer decision-making from an economic perspective, focusing on the act of purchasing. The widely acknowledged utility theory, rooted in economics, suggests that consumers make choices based on expected outcomes, viewing consumers as rational actors primarily driven by self-interest.

In contrast, contemporary research on consumer behaviour goes beyond the boundaries of the economic perspective, considering a plethora of factors influencing consumers and encompassing various consumption activities beyond mere purchasing. These activities span need recognition, information search, evaluating alternatives, forming purchase intentions, making the actual purchase, consumption, and eventual disposal. This expanded understanding of consumer behaviour has evolved through different phases, with researchers adopting new methodologies and paradigms over the past century to offer a comprehensive view of consumer behaviour. Ultimately, consumers are not solely driven by rationality and self-interest. Their behaviour is shaped by a complex interplay of psychological, social, cultural, and emotional factors. This intricate tapestry of influences underscores the significance of visual merchandising communication, which aligns diverse elements like colour, landscaping, texture, communication, and décor to guide consumers through a sensory journey that culminates in informed and emotionally resonant purchase decisions.

**Methodology:**

The current study employs a quantitative approach, involving a sample of 1000 individuals drawn from commercial complexes and malls in Visakhapatnam, to address its research questions. The quantitative approach centres on deriving results through numerical data, which are subsequently translated into textual explanations related to the primary hypothesis, ultimately leading to its acceptance or rejection. To gather the requisite data from the study sample, the researcher employed a questionnaire as the quantitative tool. There were two primary components to the questionnaire. The first part of the study included the demographic characteristics of the study sample, including things like gender, age, educational attainment, and income. The dependent variables for the study-Colour, Landscaping, Texture, Communication, and Décor-were examined in further detail in the second part.

**Guided by the research questions, the researcher formulated the following hypotheses:****Main Hypothesis:**

H0: Visual Merchandising elements positively influence the Purchasing Decision

H1: Colour positively influences the Purchasing Decision

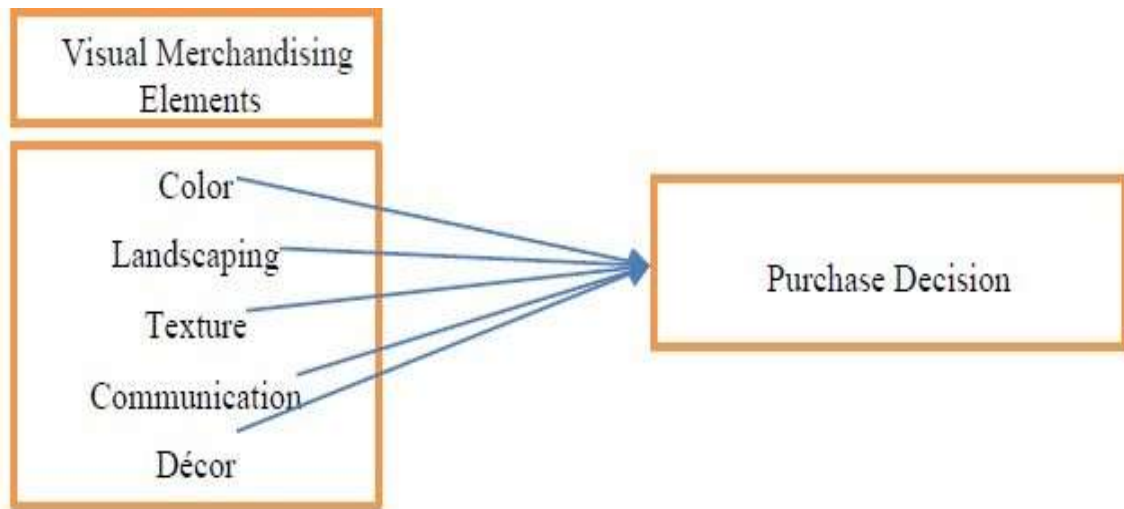
H2: Landscaping positively influences the Purchasing Decision

H3: Texture positively influences the Purchasing Decision

H4: Communication positively influences the Purchasing Decision

H5: Décor positively influences the Purchasing Decision

The above hypotheses collectively inform the research model, depicted in the diagram below:



**Figure 2. Model of the study**

In this model, the study intends to examine the relationship between the various elements of visual merchandising and their impact on customers' purchasing decisions. Through rigorous data collection and analysis, the study seeks to validate or negate the proposed hypotheses, contributing to a deeper understanding of the interplay between visual merchandising components and consumer behaviour within the Visakhapatnam context.

#### **Visual Merchandising:**

Visual Merchandising encompasses everything that a customer encounters within a store, including designs, colours, sections, interiors, and exteriors. These elements collectively contribute to shaping a positive and appealing image of the store among individuals.

#### **Colour:**

Colour is a pivotal element within visual merchandising, representing the carefully chosen hues throughout the store. These colours are thoughtfully selected to cater to the visual nature of consumers. Different products and brand personas often demand distinct colour palettes, highlighting the importance of strategic colour choices.

#### **Landscaping:**

Within the realm of visual merchandising, landscaping pertains to the comprehensive design of the store. This encompasses the arrangement of interior spaces, visual hierarchy, and layout. An effective landscaping design guides customers' attention to key focal points and creates an inviting ambiance.

#### **Texture:**

Texture within visual merchandising refers to the tactile and visual characteristics of surfaces within the store. It involves managing the contrasts between colors, evoking feelings, and curating an arrangement that sparks visual interest among customers.

#### **Communication:**

In the context of visual merchandising, communication denotes the interaction between customers and employees within the store. It reflects the harmony between employees and the store's aesthetic elements. Effective communication enhances customers' engagement and encourages their purchase decisions.

#### **Décor:**

Décor is a central visual merchandising element encompassing the presentation and design of products. This includes the arrangement of products for display and the overall aesthetic of the store. It involves considerations of colour usage, materials, attraction, and comfort, contributing to an appealing store environment.

#### **Purchase Decision:**

Purchase decision signifies the choices made by customers regarding the purchase of products or services from a retailer. It reflects the culmination of various factors, including visual merchandising elements, consumer preferences, and influencing factors.



### Reliability Test:

To assess the tool's consistency, a reliability test using Cronbach's alpha was conducted. The overall result yielded a value of 0.837 for all items, indicating strong consistency. Additionally, the calculated alpha values for each variable were above the accepted threshold of 0.60, further affirming the tool's reliability for the study's purposes.

### Population and Sample:

The study's target population comprised all customers in Visakhapatnam. A sample of 1300 customers from commercial complexes, malls, and stores was selected for the study. Questionnaires were distributed manually in paper format to individuals in different shopping locations. Respondents had the choice to complete or decline the questionnaire. The questionnaire consisted of 33 questions on a 5-point Likert scale (ranging from "strongly agree" to "strongly disagree"). Out of the distributed questionnaires, 1000 properly filled questionnaires were retrieved, resulting in a response rate of 76.9%-a statistically significant percentage.

### Results and Discussion:

The study's results are presented in this section in two separate sections. The first section focuses on the participants' demographic characteristics, covering characteristics like age, education, income, and gender (male or female). This demographic data offers a background for interpreting the analysis of the collected data that follows and is based on survey responses from respondents.

### Demographic Variables:

Table 1, displayed above, elucidates key demographic variables among the participants. Notably, the analysis encompasses participants' age distribution, education levels, income brackets, and gender representation. These demographic aspects serve as essential parameters to comprehend the composition of the study's participant pool and their potential impact on the research outcomes.

**Table:1: Sample Characteristics according to Demographic Variables**

Age	Frequency	Percent	Valid Percent	Cumulative Percent
17-22	64	6.4	6.4	6.4
23-28	602	60.2	60.2	66.6
29-34	153	15.3	15.3	81.9
35+	181	18.1	18.1	100
total	1000	100	100	
Education				
Diploma	96	9.6	9.6	9.6
BA	124	12.4	12.4	22
MA	724	72.4	72.4	94.4
PhD	56	5.6	5.6	100
Total	1000	100	100	
Income				
JD	Frequency	Percent	Valid Percent	Cumulative Percent
300-500	362	36.2	36.2	36.2
600-800	304	30.4	30.4	66.6
900-1100	200	20	20	86.6
1200+	134	13.4	13.4	100
Total	1000	100	100	
Gendre				
	Frequency	Percent	Valid Percent	Cumulative Percent
Females	684	68.4	68.4	68.4
Males	316	31.6	31.6	100
Total	1000	100	100	

### Age Distribution:

The data illustrated in Table 1 reveals that the majority (60.2%) of participants fell within the age group of 24-29 years, totalling 602 individuals. Following closely were participants aged 35 and above. This distribution suggests that a significant proportion of the sampled individuals, intended to represent shoppers in

Visakhapatnam retail stores, belong to the younger age group. This implies that the study's participants are likely employed and possess a disposable income for making purchasing decisions.

#### Education Level:

The education level breakdown depicted in the table showcases that a substantial portion (70.1%) of participants held a Master's degree. Additional participants held a Bachelor's degree (15.8%), college diploma (8.9%), and a PhD degree (5.2%). This distribution points to the prevalence of informed individuals in the sample, with a significant number holding Master's and Bachelor's degrees.

#### Income Distribution:

The income distribution information presented in the table indicates that the majority of participants were categorized as low and medium earners. Specifically, 29.8% of participants fell within the low-income bracket (earning 200-400 JD), while 31.2% represented middle-income earners (earning 500-700 JD). In combination, middle and low-income earners constituted 61% of the participant sample. This data suggests that the majority of shoppers in Visakhapatnam retail stores belong to the middle and low-income segments, with their income reflecting the prevailing income levels in Jordan.

#### Gender Representation:

Examining the gender distribution within the sample, the table highlights that a significant proportion of participants were females, constituting 71.2% of the total sample. Females were represented 712 times based on frequency. This distribution implies that a majority of shoppers in Visakhapatnam retail stores are females. The demographic analysis offers valuable insights into the profile of participants and their potential implications for the study's findings. This contextual understanding paves the way for a comprehensive analysis of the gathered data, aiding in drawing meaningful conclusions and discussing the research implications.

#### Hypothesis testing:

The purchasing decision is positively influenced by visual merchandisers.

Table-2 Main Hypothesis testing Model summary/ANOVA					
Model	R	R Square	Adjusted Square	R. Error of the Estimate	
1	.622 <sup>a</sup>	0.387	0.384	0.58095	
Model	sum of squares	df	Mean Square	F	Sig.
1 Regression	211.968	5	42.394	125.61	.000 <sup>a</sup>
Residual	335.476	994	0.338		
Total	547.444	999			

Depending on multiple regression, the main hypothesis was tested and the R value appeared to be (0.622) which confirmed that independent variables and dependent variables are strongly correlated. Based on that, with 125.61 as the value of F at 0.05 significant at (0.05), it was confirmed that visual merchandising elements positively influences the purchasing decision.

Sub-hypotheses: H1: Colour positively Influences the Purchasing Decision

**Table-3 H1 Testing Model Summary/ANOVA AND Coefficients**

Model	R	R Square	Adjusted Square	std. Error of the Estimate	
1	.407 <sup>a</sup>	0.166	0.165	0.67637	
Model	sum of squares	df	Mean Square	F	Sig.
Regression	90.883	1	90.883	198.662	.000 <sup>a</sup>
Residual	456.561	998	0.457		
Total	547.444	999			
Model	Unstandardized	Coefficients	Standardized Coefficients		
	B	Std.Error	Beta	T	Sig.
1(Constant)	1.734	0.117		14.798	0
Colour	0.457	0.032	0.407	14.095	0

Table 3 above highlighted the results of testing the first hypothesis. In order to reach valid results, linear regression was used and it was found that R (0.407) was the correlation of the independent variable and the dependent variable. However, the F value of (198.662) was significant at (0.05) level, based on that, colour positively influences the purchasing decision.

### H2: Landscaping positively Influences the Purchasing Decision

Table-4. H2 Testing Model Summary/ANOVA and coefficients					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	
1	.464 <sup>a</sup>	0.215	0.214	0.65616	
Model	sum of squares	Df	Mean Square	F	Sig.
1 Regression	117.758	1	117.758	273.507	.000 <sup>a</sup>
Residual	429.686	998	0.431		
Total	547.444	999			
Model	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error	Beta	T	Sig.
1 (Constant)	0.947	0.147		6.434	0
Landscaping	0.62	0.037	0.464	16.538	0

Table 4, linear regression was used to test H2, it was found that the correlation of the independent variable and the dependent variable, in addition to that, F value of (273.507) was significant at (0.05) level. Thus, landscaping positively influences the purchasing decision.

H3: Texture positively Influences the Purchasing Decision.

Table-5. H3 Testing Model Summary/ANOVA and coefficients					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	
1	.572 <sup>a</sup>	0.327	0.326	0.60759	
Model	sum of squares	Df	Mean Square	F	Sig.
1 Regression	179.013	1	179.013	484.908	.000 <sup>a</sup>
Residual	368.431	998	0.369		
Total	547.444	999			
Model	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error	Beta	T	Sig.
1 (Constant)	1.06	0.106		9.996	0
Texture	0.613	0.028	0.572	22.021	0

Table:5 showed testing results of H3, Linear regression was used to test hypothesis. It was found R (0.572) was the correlation of the independent variable and the dependent variable indicating the F value of (484.908) was significant at (0.05) level which reveals that Texture positively influences the purchasing decision.

H4: Communication positively Influences the Purchasing Decision

### Table-6. H4 Testing Model Summary/ANOVA and coefficients

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	
1	.175 <sup>a</sup>	0.031	0.03	0.72919	
Model	sum of squares	df	Mean Square	F	Sig.
1 Regression	16.783	1	16.783	31.563	.000 <sup>a</sup>
Residual	530.661	998	0.532		
Total	547.444	999			



Model	Unstandardized	Coefficients	Standardized Coefficients		
	B	Std.Error	Beta	T	Sig.
1 (Constant)	2.407	0.171		14.09	0
Communication	0.246	0.044	0.175	5.618	0

In Table 6, linear regression was used to test H4, it was found that R (0.175) was the correlation of the independent variable and the dependent variable and the F value of (31.563) was significant at (0.05) level. Thus, communication positively influences the purchasing decision.

H5: Décor positively Influences the Purchasing Decision

Table-7. H5 Testing Model Summary/ANOVA and coefficients					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	
1	.220 <sup>a</sup>	0.048	0.047	0.7225	
Model	sum of squares	df	Mean Square	F	Sig.
1 Regression	26.475	1	26.475	50.717	.000 <sup>a</sup>
Residual	520.969	998	0.522		
Total	547.444	999			
Model	Unstandardized	Coefficients	Standardized Coefficients		
	B	Std.Error	Beta	T	Sig.
1 (Constant)	2.19	0.165		13.237	0
Communication	0.285	0.04	0.22	7.122	0

Table-7, linear regression is used to test H5, it was found that R (0.222) was the correlation of the independent variable and the dependent variable and the F value of (50.717) was significant at (0.05) level.

H5: Décor positively influences the purchasing decision.

### Conclusion:

Retailing businesses should create a distinct and consistent image that permeates service and product offering in the mind of their customers. They need to create a positive image of their stores in the consumer's mind. This image can help encourage impulse buying by shoppers as it reinforces the advertising efforts aimed at increasing sales. As revealed in the present study, one way retail stores can create a positive image in the customer's mind and encourage impulse buying is through visual merchandizing communication. Visual merchandising communication is everything customers can see from the interior to exterior that helps draw customers' attention, desires, action and interest towards the store and create a positive image about the business. As such, visual merchandising can help the retail store to capture customers' attention, draw them to their displays and convert them into active buyers. It can help retailers understand the buying motives of their customers and further tailor displays to satisfy and match their senses. It can tell a store communicated through visual display that informs shoppers about the retail store. This can include the dramatic and attractive presentation of the store and the use of other subtle features, including landscaping, colour, communication, décor, and texture that helps create the overall positive image and attractive shopping atmosphere to potential shoppers. It is often said that a picture is worth more than a thousand words and that sight creates about 80 percent of our impressions.

The aim should be to create a desire or interest in customers and attract them to the store and ultimately influence them to buy the merchandise. It is, therefore, important for the store to offer the visual merchandising to shoppers via interior and exterior presentation and coordinate each of them using the overall theme of the store. The store should continually determine and evaluate what is seen by customers. This evaluation should be from the perspective of customers and should start from the exterior part of the store and end with the interior part. The appearance of the exterior part of the store should be emphasized as it is a key attractive point to shoppers. Good exterior visual merchandising helps create interest, attract customers and invite them to the store. The exterior presentation should offer a conservative, lavish, progressive and discounting image to shoppers.

Visual merchandise is the science of attracting customers to the store, there is no need for exaggerating in employing elements of visual merchandise in order to attract customers and make them do the purchase decision. Second, visual merchandise should be based on strategy marketing plans which help in forming a

state-of-the-art result based on following the elements of visual merchandise. Third, it is also recommended to follow the same pattern of visual merchandise in a store and apply it on the store website. This would give a more coherent shopping experience for customers. As future research (based on state of the art and also this study), the following ideas are to be put into perspective to study visual merchandise from a gender related aspect, like examine the different perspective of visual merchandise between males and females; and examine the applicability of visual merchandise elements within e-marketing communication approaches and plans.

### **Acknowledgements:**

I would like to thank all who contributed to the completion of this research (1000 individuals/respondents from commercial complexes and malls in Vishakhapatnam) for their cooperation with the researcher.

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