A REVIEW ON VISUAL MERCHANDISING

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ABSTRACT

Visual Merchandising is a technique to visually making the brand attractive and highlights the unique features of the store. Brands hire specialized marketers who focus on visually enhancing the brand and provide them with a good shopping experience in the stores. The study focuses on four important factors of visual merchandising and the hypotheses are based on these is store layout, window display, colour & lightning and store interior, and how it influences the attention of consumers. We understood the importance of visual merchandising in contributing to the store's profit. The company taught us the role of visual merchandiser and his importance to present the store visually effective. Lighting-Signage and packaging Uniform and presentation. Point of sale material and ticketing, shapes and various textures, window display and other visually important elements were taught efficiently by the visual merchandiser. The main aim and purpose of the study was to determine how visual merchandising influences consumer attention

Key words: *Visual merchandising, Benefits of VM, Importance of VM, Types of window display, Types of media, Manniquine , Need for cluster, Important things to consider in a cluster, Table display, Hanger, Floor equipment*

1.1 VISUAL MERCHANDISING

Visual merchandising is a marketing practice that uses floor plans, colour, lighting, displays, technology, and other elements to attract customer attention. Its ultimate purpose is to use the retail space to generate more sales. A visual merchandiser is the person behind the magi. A visual merchandiser is the person behind the magic. They combine marketing principles, retail merchandising knowledge, and creativity to use the space and layout of the store to present the store's inventory in a positive way. They are professionally trained and may be tasked to manage the following:

1. Window installations

2. In-store displays

3. Interactive displays

4. Shelving

5. Point-of-sale display

s 6. Posters

7. Price tickets

 8. Promotional / seasonal displays

 9. Mannequin styling

 Visual merchandising supports retail sales by creating an appealing and enticing environment for the customer that will maximize company growth and profit by educating the customer with strategic product placement that highlights and stretches the brand image. Detail is retailMany elements can be used by visual merchandisers in creating displays including colour, lighting, space, product information, sensory inputs (such as smell, touch, and sound), as well as technologies such as digital displays and interactive installations. Store design consists of mainly two techniques: interior and exterior displays, also known as in-store design and window design. The goal of these two techniques is to attract the attention of consumers, entice them into the store, to keep them in the store as long as possible, and influence purchasing decisions. A recent study has found that these two techniques have the greatest effect on impulse buying; therefore, they are important aspects for the retailer. In-store design and window display techniques can be used to enhance the store environment, influencing consumer behaviour and purchasing decisions. In-store design is a technique, which can be used to enhance the atmosphere of the store and the overall store environment. Having a visually appealing store design can simulate the representation of the brand and attract customers. Efficient, customer-friendly environment makes shopping easier for consumers, which encourages buying and, most importantly, reassures repeat purchasing. The window design technique is a method of communicating with customers, which uses a combination of lighting, colours, props, text, and graphic design to display goods, attract the attention of the customer, and sustain a brand image. The overall goal of the window display for the retailer is to entice the customer to enter the store and motivate purchasing.

2.1. BENEFITS OF VISUAL MERCHANDISING

 All types of retail stores can benefit from visual merchandising. Some of the key benefits include:

Reflects your brand – A good visual merchandising display stays in-line with the company's overall brand. For example, a franchise business might want all its franchisees to have the same promotional displays. It gives a business a sense of identity and brand consistency.

Engages the shoppers – An attractive and welcoming store creates a positive first impression. It encourages people to come into the store, and can help guide them in finding the right product for their needs. Visual merchandising helps create a positive shopping experience for customers so that they will be more likely to return for future visits.

Grow sales – When done effectively, visual merchandising can increase sales by directing people to the products they want or need. It can also help them discover new products and solutions. A nicely dressed mannequin can encourage a person to seek out an outfit and accessories that they may not have originally been looking for. Whether you are selling clothes, hardware, electronics, food, or anything else, a professional visual merchandiser can be an important asset to your team. They can help your retail business get the results you want.

Advantages of visual merchandising

The potential advantages of good visual merchandising include:

• Increased customers - Visual merchandising can increase the amount of customers who notice and enter your retail business. Merchandising should start outside where customers first see your premises (ex. signage). If they like what they see and enjoy the experience you create inside, this should encourage them to return to your store.

• Increased sales - Effective visual merchandising can have a clear and positive effect on retail sales. Clear pricing, well-stocked shelves, simple displays and prominent sale signs can help drive profits while improving the shopping experience for your customers.

 • Maximising the potential of your retail space - A creative approach to merchandising can help you to get more out of your space without the need for expansion or renovations. The layout should flow easily and direct

customers to important items and displays you want to highlight. Your customers will begin to associate your clear and attractive merchandising with a positive shopping experience. This should encourage them to return.

• Getting the most value out of products - If you have products that are difficult to sell, clever visual merchandising could help you to market them without having to reduce their price. Similarly, you can place low-priced items in less prominent spots to encourage the sale of high-margin items

WHY VISUAL

While visual merchandising does make your store and products look better, its end goal is to build the brand, grow market share, and increase sales. The primary objective of visual merchandising is to attract customers. You want to lure them inside the stores with innovative and creative visual merchandising displays, then define their purchasing decisions with how engaging and captivating you're in-store visuals.

2.2 IMPORTANCE OF VISUAL MERCHANDISNG

• Colour blocking

• Looping arrangement

• Fine tuning

• Folding

• Shelf strip placement

• Nesting table placement

• Tag and sleeve

• Tent card placement

• Hanging

• Cut size placemen

2.3 WINDOW DISPLAY

Window display means the portion of a commercial storefront and adjacent area, which provides interior visibility to exterior pedestrian/vehicle traffic, and is used for the purpose of Merchandise Display, and/or the placement of Window Signs.

Window displays are one of the most important aspects of retail design and visual merchandising strategies. They are proven to capture the attention of shoppers and entice them into a store in order to explore the products and services within before making a purchase.

Displaying store merchandise is known as visual merchandising and window displays show potential customers items that are for sale inside the shop, so that hopefully they will enter the store to purchase these or other goods. Getting attention is an essential quality of a good window display

A window display is a grouping of merchandise in a retail establishment's storefront area. For shops with street access, the storefront section has an outer door and usually one or two windows. Stores inside a shopping mall usually have at least one clear wall beside their entrance or they have a solid wall with a display window that looks out into the inside of the mall. A shopping mall may be defined as one or more buildings that contain separate retail units. Displaying store merchandise is known as visual merchandising and window displays show potential customers items that are for sale inside the shop, so that hopefully they will enter the store to purchase these or other goods

2.4 WINDOW DISPLAY IN VISUAL MERCHANDISING

Window displays are one of the most important aspects of retail design and visual merchandising strategies. They are proven to capture the attention of shoppers and entice them into a store in order to explore the products and services within before making a purchase.

• Be aware of who your target audience is. ...

• Place key items at eye level. ...

• Consider your environment. ...

• Use your window not just to showcase products, but to tell stories. ...

• Stay away from clichés. ...

• Avoid clutter. ...

• Invest in key materials.

• Select Start > Settings > System > Display.

If you want to change the size of your text and apps, choose an option from the drop-down menu under Scale and layout.

2.5 ELEMENTS OF EFFECTIVE WINDOW DISPLAY

1.MERCHANDISE

You can easily be distracted by an abundance of props but don't lose sight of the products you want to feature. Choose merchandise that links to your display theme and choose accessories for up-selling products. For these chosen products, make sure they are on display inside near the door to make it easy for customers.

2. PROPS

Props are used to complement the merchandise. You can use mannequins to display clothes, shelving and boxes to place smaller items higher up, cut-out graphics to give depth or hanging photography to enhance your brand style.

3. MESSAGING

Your key message should be the first thing you think about before creating any display. Is it a '25% OFF Sale' display? Or is it to promote the new stock you have in for summer? Keep the message clear and targeted at your target audience.

4. LARGE GRAPHICS

Remember that a window is YOUR advertising space, so use it well! You can add key messages to large format graphics to highlight the theme. Fabric backdrops can give your display context, whilst Gallery Wraps are a low-cost, lightweight solution to add photography to your displays.

5. INTERACTIVITY

We are continuing to see lots of interactivity on the high-street, with retailers using image recognition and augmented reality technology in-store but this can also be used in window displays to draw consumers in. You could fit window graphics that when scanned can display a fashion show model wearing the outfits on the mannequin. Or an image that takes them to your website page to purchase the product directly.

6.LIGHTING

Lighting is key to ensuring that your window displays can be viewed 24 hours a day. You could choose overhead lighting but this might create shadows whereas spotlights create focal points to draw attention. You could also use coloured lights to create moods to match your theme.

7.INTERIOR

Consider your window display from the inside. An open backed display means that you could potentially lose a lot of wall space that could be used for merchandise.

2.6 TYPES OF WINDOW DISPLAY

Window Displays are perhaps the most important element of a store's overall visual merchandising scheme. They are the first point of contact between a brand and its customers and, as reported in the Journal of Retailing and Consumer Services, they often lead passers-by to decide whether to venture inside a store or not.

Used correctly, they are an invaluable tool for generating interest in a brand and its products and set the tone for the retail experience that will be provided inside. Retailers of all types must have eye-catching window displays in order to drive traffic into their stores. They generate excitement amongst shoppers and can even attract attention from influential media publications enabling them to go viral online!

Types of window display

1. Open window display

2. Closed window display

3. Semi closed window display

4. Elevated window display

5. Corner window display

6. Island window display

7. Shadow box window display

OPEN WINDOW DISPLAY

In open window displays, there are no walls or screens behind the display itself meaning shoppers can see directly through it and into the store beyond. The ambience and activity within a store are allowed to flow into the window area and create excitement and intrigue amongst those walking by. This type of display is particularly effective for retailers that offer in-store experiences and invest heavily in visual merchandising campaigns on the shop floor. A challenge presented by some open-back window displays is that of exposed fixings and wiring. Any untidiness cannot be concealed from view and, unless managed carefully, can leave displays appearing messy or unfinished

CLOSED WINDOW DISPLAY

Unlike open displays, closed window displays have solid walls or screens that separate the display from the rest of the store. These walls can be permanent, architectural features of the store or temporary installations for a specific promotion. This type of display is an excellent choice if a brand wants to draw attention directly and exclusively to the products on display without distracting customers with other merchandising systems inside the store. Closed windows also offer retailers extra space in which to display products as shelves can be installed onto the wall used or for installing graphic displays and signage

SEMI CLOSED WINDOW DISPLAY

Semi-closed window displays allow passers-by to see some elements of the store whilst concealing others. They utilise a partition walls that, by only rising to a certain height above 27 floor level, mixes the structured display provided by closed windows with the inviting feel offered by open windows. Affordable and customisable semi-permanent screens can be created with free-standing TFS frames and graphics.

ELEVATED WINDOW DISPLAY

Elevated window displays can be open or closed, but are always located above ground level. This means that the products featured might be sitting on a plinth or within a shelving system. They are a popular choice amongst retailers of cosmetics and luxury items as these tend to be smaller and therefore easier to overlook. By elevating products to eye level and illuminating them with strategic lighting, retailers can make sure that they catch the attention of passers-by

CORNER WINDOW DISPLAY

These are located at the corner of a store where two exterior walls meet at an angle. They mean that people can view products from two sides and enable retailers to create a sense of depth and visual drama within displays. Additionally, they are an opportunity for retailers to capture the attention of shoppers approaching from multiple directions – something which can be aided by the use of spotlights, striking graphics and illuminated signage

ISLAND WINDOW DISPLAY

Island window displays require large amounts of space and so are only seen within department, flagship and anchor stores. They are used to prevent displays from being lost within huge open spaces by bringing our attention directly to a select range of products. Island displays are typically built using a series of shelves and 'float' in the middle of open spaces, a unique feature that allows shoppers to walk around the entire display and see products from every angle.

SHADOW BOX WINDOW DISPLAY

Shadowbox window displays are normally smaller than other types of displays. They are box-shaped windows that sit in recesses within a storefront and are often used by jewellery and cosmetic retailers to draw attention to small, detailed products that would be lost if placed within larger displays. They help foster an intimate atmosphere as they are typically viewed by one person at a time.

2.7 TYPES OF MEDIA

Different types of materials are used for signage, banners, and display based on their requirement of attraction towards the customers. There are price variations that depends on the usage of types of material

STANDARD CALENDEED VINYL

At an effective solution for most temporary outdoor or permanent solution indoor signage, standard calendared vinyl is available in an assortment of colours and is typically rated for an outdoor life of three to five years.

PREMIUM CAST VINYL

More durable than other types of vinyl, premium cast vinyl conforms to irregular surfaces and will tolerate extreme conditions better than calenderedvinyl. Cast vinyl is 31 available in a wide assortment of colour. They are typically rated five to seven years of outdoor life and are the preferred choice for permanent outdoor signage and all vehicle graphics.

SPECIALLY VINYL

Specially vinyl enables the achievement of a distinctive image. Durability varies greatly. FABRIC Digitally printed fabrics are relatively new to the sign industry and are making a splash when combined with the use of digital technology. Fabrics for banners, flags, and fine arts, including canvases are available. The uses for printed fabrics are virtually endless.

WIND MESH

Wind mesh is fabricated with tiny holes in the fabric much like window perf. These holes allow air to move through the material, virtually eliminating the wind damage that is often associated with traditional manners. The primary uses for wind mesh are street banners, building wraps and large exterior applications.

POLYSTYRENE

Polystyrene is an economical option when you need more durability than corrugated plastic but presentation value is not a concern. This material is a solid, white plastic that will not dent or crease easily. It will last almost indefinitely indoors and will yellow only after a couple of moth's outdoors. Thicker stock is rigid enough to stand on an easel, making it a popular material for seminar show cards. Thinner stock is appropriate for signs that need to travel frequently, as it is flexible enough to be rolled and placed within a shipping tube or tradeshow display canister.

FOAM PVC

Foam PVC is ideal for use in permanent indoor applications that require an upscale presentation. It is not recommended for outdoor signage.

FOAM BOARD

It is used primarily for short term applications, foam board is lightweight and rigid, making it an excellent choice for show cards. It is somewhat brittle and damages easily if not handled carefully. Foam board offers an extremely smooth surface that laminates well, making it a widely acceptable choice for mounting digitally printed digital, colour graphics.

RIGID STOCK _

EXTERIORAcrylic Acrylic is a durable material suited for almost any sign applications. Indoors, it provides the upscale look demanded by image –conscious clients. Outdoors, it offers the durability and tolerance needed for permanent applications.

POLYCARBONATE

Polycarbonates such as Lexan are clear shatterproof plastics that provide more durability and more flexibility than conventional acrylic plastics. They are widely used for exterior sign faces in areas that are subject to vandalism. polycarbonates are also used for light box graphics.

MDO WOOD

Our marine grade plywood (MDO) will withstand the elements. It will last several years outdoors and is strong enough to serve as a freestanding sign. It is ideal for applications such as construction site signs, commercial leasing and sandwich board signs.

LIGTINGS IN VISUAL MERCHANDISING

Lighting or illumination is the deliberate use of light to achieve a practical oraesthetic effect. Lighting includes use both artificial light fixtures as well as natural alluminnation(day light).

There are 4 types of lighting,

- Task lighting

- Ambient lighting

- Accent lighting

- Wall lighting

Accent lighting is used to highlight the products in the store. Recessed lighting fixture is used here this type ceiling fixture is called so because it is recessed into the ceiling, simply put, it is installed above it. It is ideal for ambient, task and accent lighting It helps to highlight merchandise displays because it focuses the beam of light on to the desired area. It is commonly used in stores.

3.1 PROPS IN VISUAL MERCHANDISING

Props used in visual merchandising. Window display are an essential part of any retail business's marketing strategy. Light, colour, props and movement are all essential parts of good visual merchandising.

TYPES OF PROPS

Here we use various materials such as fiberglass, metal, plastic, papers. All of these materials are easy to make into any shapes. You might be looking for something specific, or you might spot something that inspire you.

PROPS USED IN THE STORE

There are various props used in this store. In HONEY brand they used theme based, shoes, sign board of the brand. Age signage broad, cartoon pamphlets, bags, shoes are used in kid's section.

BACKDROPS USED IN VISUAL MERCHANDISING

Backdrops are nothing they are created according to the theme. There are two types of backdrops they are open backup and closed backdrop

FOR EXAMPLE: In the window display of the store for Christmas has a backdrop of snow house, snow man it gives Christmas effect.

COLOUR THEORY USED IN THIS THEME:

Here the neutral colors are used in background is useful for the mannequins to highlight the colors used in the dress. Neutral colours: Tint shades of white .Red colour to depict the richness Black colour as a contrast for the

tint shade CLUSTER: Cluster isthe arrangements of mannequinstogether as a group for creating a focal point tothe customers. A cluster may be usually at the entrance of the store or at some focal point inside the store A cluster sometimes maybe clusters with men, women and children mannequins dressed up. These are usually used for festive occasions.

NEED FOR A CLUSTER:

 • A cluster placed at the entrance of the store attracts customer in a great way.It displays the best collection of their store.

 • Cluster is a key for visual merchandising.

 • This invites the customers into the store for purchase thus increasing the store's profit.

IMPORTANT THINGS TO BE NOTED IN A CLUSTER:

Examine your display from the customer's point of view the top, the floor both sides. Oftenthe focal point is positioned too high for the customer to see. Always check your displays to ensure customers can easily view the hotspots and merchandising. Remember, the hotspot is the product, not a visual element you use to add to the story.

HOLDERS, BROWERS AND FIXTURES

In retail, fixture refers to any pieces of equipment or furniture used to display products. The most common types of fixtures like mannequins, display racks, display cases, stall walls. And more. MANNEQUIINS-Mannequins help to life by giving it some form and shape, enabling the shopper to visualize the body appearance of the clothing.

DISPLAY CASE

 Display cases are important component of store fixture when you are selling precious goods. They not only enhance the visual appeal of the merchandise but also help to keep the merchandise safe. Display cases can be half-vision, full- vision, counter –top, pedestal, or oak structure. This is also a assortment of cases customized to display watches, rings, and necklaces. These come in a variety of materials such as wood, metal and acrylic. All of these display items should be considered when planning any visual retail merchandising project.

TABLE DISPAY

Table display are made from different materials. They can be custom made according to the needs of a client. Place theme near the entrance of the store to display thecraft items. They are excellent at enticing a buyer to purchase items had not planned to buy

HANGERS

 When selling any kind of clothing or apparel, choosing the right hangers for yourretail store is absolutely vital. You want to choose hangers that match the store's overall look while also choosing hangers that match the attire being displayed while adequately protect it. Hangers are available in wood, fiberglass, metal and plastic

FLOOR FITURES

 2way fixtures help you display clothing from two directions. These clothing fixtures are great for displaying a smaller amount of merchandise that 4way racks. Most of our 2way clothing racks are adjustable, so you can change them up to fit four store.

ACCESSORIES DISPLAY RACK

Merchandise obviously sells better when it is properly displayed. There are many counter racks and accessory displays to show off small product and accessories Accessory display come n acrylic, glass, leather, velvet, wire and even cardboards. The small footprint counter racks s excellent for use near the checkout in a retail store or at flea markets and shows.

3.2 SINGAGES

Signage is the design or use of signs and symbols to communicate message to a specific group, usually for the purpose of marketing or a kind of advocacy. A signage also means signs collectively or being considered as a group. The main purpose of signs is to communicate, to convey information designed to assist the receiver with decision-making based on the information provided. In general signage can be classified into

PROMOTONAL SIGNAGE- Promotional signage is a great way to enhance you company's visibility to potential clients, or to promote an event — such as a sale| or specialoffer.

INFORMATIONAL SIGNAGE-Informational signage may also be known informational signs departmental, directional, organizational, or wayfinding signage. These si help the customer navigate your space more easily. The easier it is for customer to find what they came in for, the more likely they are to rely on that convenience in the future.

LOCATION SIGNS-location signs provide information about location to specific department within the store. They are way finding signage like trail rooms, customer caredesk, restroom representing gender.

INSTITUTIONAL SIGNS- They provides information about store policies or charitable events of stores like exchange and return polices, no due signs and tax related issues. Floorsignage are categories into many varieties like power pricing signage, generic, new signage(black), fashion Friday, offer signage.

3.3 ROLE OF SIGNAGE IN RETAIL INDUSTRY:

• A customer can easily locate the store with the help of a signage. Signage gives allnecessary information about store.

• The customer can easily come to know about the products kept at the store withoutactually bothering anyone. Visual display put inside the retail store can actually help the customers to easily locate the merchandise.

• It is the signboard which actually attracts the customers into the store. The 43 signageshould be interesting enough to pull the customers into the store as a retailer can't afford to lose even a single customer.

• The signboard should not be too small. End- users might miss a small signage andhence the whole idea of attracting the customers into the store gets nullified

• The signboard are an effective medium of communication between the retailer andthe customer

• The signboard gives the store its unique identity and helps in furthering its brand image.

3.4 MANNEQUINS

A mannequin is an often articulated doll used by artists, tailors, dressmakers, windowdressers and others specially to display or fit cloth. . Mannequin comes from theFrench word acquired the meaning "an artist's jointed model", which in turn came from the Flemish word manikin, meaning "little man, figurine".

THE 3 MOST COMMON TYPES OF MANNEQUINS

1. REASLISTIC MANNEQUINS -They are called realistic or natural, that being depicts a human face and body most accurately. Also the fiberglass skin resembles that of a human being. It is tailored only for a specific size, the make up on them is in general permanent and the wigsare perfectly styled, used in high-end stores and comes in both female and male versions

2.ABSTRACT MANNEQUINS -This mannequin is highly appreciated due to its minimalist design. Abstract mannequins are the contemporary pieces of art displayed in retail stores all over the world. Make up and wings are rarely added as to not upset the aesthetics. They also are fairly tall, they have beautiful poses and comes in male and female versions, in differentcolours with a glossy or matte finish.

3.HEADLESS MANNEQUIN -Headless mannequins are perfect for store that have a limited height of the celling. They are crafted from fiberglass and come in different shapes, sizes, poses, colours and finishes but all are beautifully crafted. The neck is generally long and cut straight. They can be used to showcase any type of clothing because they don't express an emotion andof course represent both genders.

CONCLUSION

Visual merchandising is a crucial retail strategy that maximizes the aesthetics of a product withthe intent to increase and maximize sales. A visual merchandiser plays a critical role in the look, feel and culture of a brand. If visual merchandising is done well, it can create awareness whilst simultaneously increasing brand loyalty. Most important function is to draw customers into the shop and close the sale, which is all dependent on the aesthetic quality of your retail display.Lighting-Signage and packaging Uniform and presentation. Point of sale material and ticketing, shapes and various textures, window display and other visually important elements were taught efficiently by the visual merchandiser.

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