

EFFECT OF VISUAL MERCHANDISING IN MEN'S BOUTIQUE SHOP TIRUPUR CITY

K. PRABHA KUMARI¹, J.PRINCE²

ASSISTANT PROFESSOR¹, FINAL YEAR STUDENT²

DEPARTMENT OF APPAREL MANUFACTURING AND MERCHANDISING,

NIFT-TEA COLLEGE OF KNITWEAR FASHION, TIRUPUR

ABSTRACT

In retailing sector The Visual Merchandising plays an important role to create the customer awareness toward purchasing the product in Tirupur city. Visual Merchandising Design covers every space, environment, and visually stimulating factor which includes not only the architectural appearance but interior, graphic sign boards, window display, layout, store appliances, lighting, and even the looks and service attitude that sales employees have and show to customers. The Visual merchandise possess the good quality merchandise and design hit the shelf of the store, but customers don't visit the store, those merchandise are not sold.

In this analysis the Researcher selected five men's boutique shops in tirupur city for the study. A well structured questionnaire is framed and given to the respondents in tirupur city. The statistical tools like percentage Analysis is used to analyze the findings and recommended suggestions are given to improvise the visual merchandising for boutique shops in tirupur city.

KEY WORDS: *Exterior display, Visual merchandising, Interior display*

INTRODUCTION:

Visual merchandising refers to anything that can be seen by the customer inside and outside a store, including displays, decorations, signs and layout of space. The overall purpose of visual merchandising is to get customers to come into the store and spend money. Visual merchandising includes how merchandise is presented as well as the store's total atmosphere.



Fig-1

Visual merchandising starts on the outside of the store or its exterior presentation and carries on to the interior presentation. It may involve the ability to create window displays in fashionable colors and patterns that make customers think the store has what they're looking for and the art of creating other types of displays or dressing mannequins.



Fig-2

Keeping up with trends and fashions in the design industry can be useful for these purposes. Visual merchandising also includes determining in-store traffic flow patterns to calculate the best places to put displays so the greatest number of people will see them.

MATERIALS AND METHODS

- Multiple considerations go into effective visual merchandising. Visual merchandising involves using the following elements appropriately:
- Flooring, such as carpet, tile or marble, which can affect what the customer buys
- Lighting (types and brightness), which can affect how displays appear to customers
- Décor (colors, wallpapers and shelving), which affect the overall atmosphere of the store
- Mannequins' clothes and body language that help to convey an overall impression
- Display design, which must be done properly, taking into consideration harmony, lighting, color, emphasis, rhythm, proportion and balance - design principles
- Exterior signage along with marquees, banners and awnings, which tell the customer what the business is about and provide a first impression
- Walkways and entries that should blend into the building's overall design
- Landscaping that can aid in attracting a customer's eye to a sign
- Window displays that get the shopper's attention and welcome them into the store
- Education Options and Career Outlook

Visual merchandising training programs are available at the certificate, associate's degree and bachelor's degree levels. Coursework may cover retailing, display graphics, styling, color theory, interior design, fashion analysis, finance and marketing communication. Internships, co-ops and other work experiences are often included in the curriculum.



Fig-3

Online job postings for visual merchandisers from January 2016 revealed that employers preferred applicants with previous experience, usually equivalent to two to three years. Completing practical training during a degree program could help one get a job. A degree in fashion merchandising, fashion design or industrial design can also prepare individuals to enter a career in visual merchandising.

OBJECTIVES:

- To study about the Demographic features of the respondents in boutique shop
- To observe the effect of Visual merchandising towards the respondents in Tirupur city
- To analyze the Key role of Visual Merchandising in selected boutique shops of tirupur city
- To recommend the solutions to improvise with innovative and creative designs.

LIMITATIONS OF THE STUDY:

The research had the following limitations while conducting the study

- 1) This study was carried out only among the exporters in Tirupur.
- 2) The sample size was restricted to 100 due to time constraints.
- 3) The sample was taken on the basis of convenience and therefore the shortcomings of the convenience sample may also be present in this study.

RESEARCH METHODOLOGY

In this study, the methodology of research is organized by collecting all the details regarding the research design, data collection instrument, sampling procedure, source of the data and statistical tool are also given. Research design is purely and simply the framework or plan for a study that guides the collection and analysis of the data. The research design indicates the methods of research for gathering information.

TOOLS FOR DATA COLLECTION

A well structured questionnaire was designed to collect qualitative and quantitative data. The questions related to the objective of the study from a major portion of the questionnaire. It mainly consist of multiple choice questions, ranking , so that the respondent can answer easily by just putting a mark on any of choice of answer furnished. The questions are arranged in an orderly way so as to provide a logical progression.

Sampling technique

In this study, The Researcher used convenient sampling. In convenient sampling, a sample is obtained by selecting convenient population elements from the entire population

SOURCE OF DATA - PRIMARY DATA

The primary data are those, which are collected afresh and for the first time, and thus happen to be original in character. There are several methods of collecting primary data, particularly in survey and descriptive research. Some important ones are observation method, interview method, through questionnaire, through schedules etc. The data were collected through structured questionnaire.

STATISTICAL TOOLS:

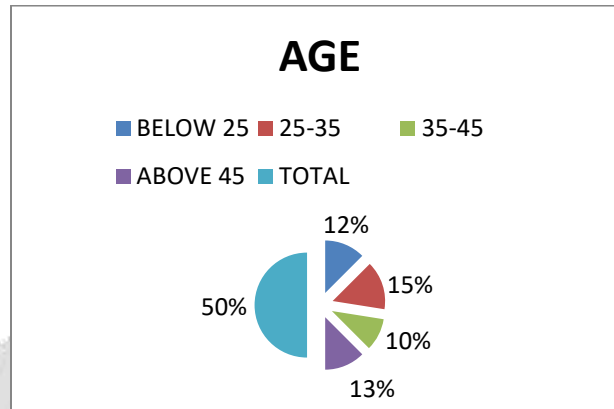
PERCENTAGE ANALYSIS:

The Percentage analysis is an effective tool to study the attributes of the respondents. Each response by the respondent to a particular statement is plotted into frequency table and quantified. The entire response to the statement is considered as 100 percent and each of the choice within the statement is measured as what percentage does it holds to the total response to that particular statement.

$$\text{Percentage of respondents} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

PERCENTAGE ANALYSIS - AGE OF THE RESPONDENTS

S.N O	AGE GROUP	TOTAL	PERCENTAGE
1.	BELOW 25	25	25
2.	25-35	30	30
3.	35-50	20	20
4.	50 AND ABOVE	25	25
	TOTAL	100	100

CHART - AGE OF THE RESPONDENTS**INTERPERTATION:**

The above table shows that 25 percent are below 25, 30 percent are from 25 to 35, 20 percent are from 35 to 50 and 25 percent are 50 and above

SUGGESTIONS

In order to rectify the problems faced by the Merchandiser in Garment industries the Following suggestions was formulated by the researcher to the Garment industries.

- The Merchandiser should have the Field Knowledge effectively for forecasting in Garment industries.
- The merchandiser should get regular feedback from the buyer and it should be communicated to the employees in the organisation.
- The Communication Skill plays vital role for the Merchandiser to create effective rapport in the garment industries.
- Proper scheduling and documentation in the organisation should be maintained by the Merchandisers.

CONCLUSION

In this study the aspect of visual merchandising taken for creating competitive advantage among the customers of tirupur city. Visual Merchandising is way to differentiate the retailers from competitors. Retailers from physical & online marketing their product have started using the varied methods of display to gain the maximum exposure of the merchandise, to increase the revenues. Now virtual merchandising is not limited to apparel display rather evolved at various levels. Hence we would see the display tactics used today would get obsolete soon and swapped with efficient and unconventional methods. The display techniques would then further be involved with online portals and the solutions given to Boutique shops to develop the interior display of the shops.

REFERENCES

[1] G. Lea- Greenwood, "Visual Merchandising: a Neglected Area in UKFashion Marketing?", International Journal of Retail & Distribution Management, vol. 26, no. 8.

[2] R. W. Marans and K. F. Spreckelmeyer, "Measuring Overall Architectural Quality", *Environment & Behavior*, vol. 14, no. 4.

[3] Y. Jin Sook, "The effect Visual Merchandising strategy has on consumers' purchase behavior – centered on clothes stores", *Journal of Korea Design Culture Society*, vol. 17, no. 2, (2011).

[4] P. Hyun Hee, "The effect knowledge for brand beforehand, brand attitude beforehand and perceived quality have on V.M.D perception and attitude", *Journal of Korea Clothing Industry Society*, vol. 7, no. 4, (2005).

[5] L. So Eun, "Structural relationship pursuant to clothes stores' V.M.D and brand width", *E-hwa Women's University, Thesis for Ph.D.*, (2008).

[6] S. nak hoon, L. kyung Don and K. Moon Dang, *Display*, (2000).

[7] *Visual Merchandising Design Manual SK telecom*, (2012). [8] *Multimax corporation Consumer Report*, (2012).

