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Abstract

This study aims to find out how and to what extent outlets incorporate visual merchandising, that appeals to the customers and lead to a potential purchase. The survey method was followed to conduct the study and data were collected through sampling techniques from identified respondents, who were selected through convenient and judgment methods. The major findings in the light of the objectives of this project were that most of the stores need to have attractive window displays, proper stores layout, appealing visual merchandising themes to attract present and potential customers into the store. It is also understood that the most important aspect of visual merchandising is to have proper lighting and attractive display themes. The output of the study unfolds that the most of the merchandiser's main focus is to display the newest trend and best moving items into the display windows and visual merchandising was found to be very helpful for converting potential customers into real customers.

Key words: Visual merchandising, in-store display, visual sensor appeal, silent communication tool, store layout

INTRODUCTION

Selling a product is incomplete without communicating its image. To build long term brand loyalty, in addition to the quality of the product, right image is very much needed. To attain this, many companies invest huge money on the promotions. But many businesses neglect the retail front which is the face of the brands. In other words, the way the products are displayed at the retail shelves, the way the sales people communicate to the consumer etc. are the some of the issues, which if not handles well can be a great threat to the brands image. Visual merchandising is the art of presentation, which puts the merchandiser in focus. It educates the customers, creates desire and finally augments the selling process. It is an artistic method to ensure that retailers merchandise moves off the shelves faster, and is a tool to appeal to the visual sensory elements of the customer.

Visual merchandising, once an unknown skill, is growing popular nowadays with the introduction of self service in retail stores off late and the number of changes taking place in supermarket merchandising methods, there has been increased emphasis on the kind of store layout, store building, fixtures, and equipment, color displays, silent

communication tools, window display and finally opinion building through in-store displays which has taken the art of retailing to higher applications frames.

The study endeavors to find out how and to what extent outlets incorporate visual merchandising, that appeals to the customers and lead to a potential purchase. To research on the factors that influence visual merchandising decisions and also investigate how effectively visual merchandising is used to attract customers, who will eventually make a prospective purchase.

CRITICAL ISSUES OF VISUAL MERCHANDISING

Retailing itself has transformed the way business is done and the so called merchandisers of disposition of store inventory. There are many ways and standard procedures to ignite sales, increase profits and maximize the net worth of the business. Visual merchandising helps in this respect. This calls for a concerted industry effort to approximately value the importance of quality retail coverage such as self-integrity in store advertising, price verification, stock rotations, new item-cut and other related activities. To make effective the retail business one has to focus on the following critical issues of visual merchandising.

a. *Graphics and signage:* Attention grabbing yet clear graphics by way to visually communicate the brand and these graphics when compiled with the right signage become the stalls complete instruction manual.

b. *Trends and moot boards:* This is misunderstood by many as mere decorations for the stall. The brand sources and moot boards convey the source, in fact the mere need of the product for the consumer to the buyer. A good trend story board display can exhibit a thought process nursing for the inspirations (research, to swatch development of the final usage of the product.

c. *Space management:* Most displays concentrate on the floor management of space. In order to create a complete desired ambience the ceiling space should also be given enough attention. Walls are not elastic space should be allocated to the available products as per the expectation of the customers to deliver best results. The major issues of space management are:

> How do we want our ranges to look?
> Hanging/stocked/customers etc.
> What stock density do you want to achieve?

Generally, the more options/units you can hold for a given amount of space, the higher the potential returns. Space landing systems can be split into two types

d. **Numeric and visuals**: Numeric planning system simply allows users to account of space available and to calculate the ratios like returns on space. Visual systems allow users to create three dimensional walk through models of the stores and to preview the look of a store once ranging decisions have been made.

e. **Dresiforms and mannequins**: The dresiforms communicate the 3 dimensional form of the product. Along with the fit a good mannequin can also be customized to communicate characters, for example, special kids wear mannequins with caricatured faces convey the playful mood of the collections.

f. **Synergy among the different stalls:** A stall look should complement the mood the whole fair too; be it a color scheme or some material used should also be incorporated in the stall.

g. **Out of the box thinking:** With so many stalls around, it sometimes focus some stock value to grab the attention of the buyers. Innovative ideas in displaying the mannequins, swatches etc can invite many more people to the stall.

h. **Merchandise planning**: The first function of merchandising planning is making a strategic plan, which is normally for five years or more and is used to set the critical success factors for merchandising in terms of sales, margins and stocks. In other words, merchandising planning is a systematic approach and aiming at maximizing return on investment, through planning sales and inventory in order to increase profitability.

i. **Range planning:** Begin with assortment plan. In assortment plan, the goal of merchandise plan are divided into specific lines in such a way that the division results in the increase of overall marginal mix. Then a distributions planning is done. The link between available physical space and ranging done here is a key determinant of merchandising performance.

REVIEW OF LITERATURE

Maier (2009) emphasizes on how visual marketing should be incorporated into one's business strategy by explaining the importance of a visual scheme that aids one to make decisions regarding the look of a boutique. Certain factors are outlined in the study, such as price suggestion, layout, customer response and merchandising that plays a key role in providing the customers with an idea of the various aspects of the boutique,

which in turn affects their appeal and tendency to buy from that particular boutique. It is mentioned that sticking to a good visual marketing plan will assist any company to easily and effectively establish a brand image with its target market. The study concludes that the above mentioned directives with regard to the visual aspect, would prove to be of immense help in setting up a boutique in an effective manner and that it can save time, money, and earn loyal as well as long-term customers.

Gelsomino (nd), points out the several features of a store that can be further accentuated in order to create an appeal to the customers and eventually turn browsers into buyers. These important aspects include store front identity and first impressions, store layout, and promotional activity. The study elaborates on how a store entrance can reflect the personality of the store and gives a glimpse of the merchandise available inside, and that the way the merchandise is displayed has a lot to do with enticing the customers. Moreover, with regard to store layout he suggested Lifestyle merchandising as an alternative. The report highlights that store presentation and product merchandising create an alluring cover to entice, an interesting first chapter to tell the reader they've made the right choice, and a satisfying conclusion to get the audience to want more. The advocates considering an experienced display assistance at least once and include a hands-on training effort in the price that enables one to learn the basics of a good display from a professional.

The Importance of visual merchandising is discussed in vivid terms by Garvey (2010), in specifying that visual merchandising is all about making the customer feel how the marketer wants them to feel. He highlights the various steps one must follow with regard to setting up a store, with respect to using eye-catching displays, showcase of diverse merchandise in an appealing manner and the like. He emphasizes on the first step which requires us to go over our business plan in order to decide on the theme and related aspects as the look and feel of the store can make a huge impact on a customer's decision to buy, enter the store, or return for repeat business. He also observes that effective signage and even certain nominal, yet significant aspects such as the arrangement of clothing racks, or alignment of displays according to price, helps in conveying one's message clearly to a customer. The study draws up a conclusion by emphasizing the importance of shop displays to establish a brand image in an expeditious way.

Storms (2006) explores the role of interior decoration to add flavour to visual merchandising. The research shows that even the first glance is also crucial in helping with decisions regarding the purchasing habits, since the eye is the link that connects the mind and the heart to the external world. Visual merchandising aims at introducing the product in style and with color; it educates the customers to make them take purchase decisions quickly. The venue has to be decorated with a focus on the main product displayed. Many things help in enhancing the look of the focused product such as the colors of the background, the lighting, the art pieces, and the greenery in exquisite planters of the right design and so on. Moreover, Visual themes are retained better than the ones that are heard or read. So the present day designers use Video Display Systems combined with audio to create such an impression. According to him, the main aim of interior decoration is to retain the customer longer in the place, and buy more than he has ever intended and return as a satisfied customer. It helps the vendors display their latest and quality ware with flair.

Clark (2007) discusses that mannequin industry is crucial to any retail/visual merchandising. It has undergone drastic changes with the mannequins being realistic before, abstract then, headless later and now switching back to the realistic concept, associated with the human touch. The study outlines that the changes reflect the trends in the society with customers thereby, preferring a "whole look". The author mentions that the Mannequin industry is also dependent on company budgets; hence they need to serve as workhorses all year with creativity as their trump card. The research concludes by saying that, how much ever the industry changes, eventually they will evolve to suit the changing times and the customer likes and desires.

A study conducted by Dawes (2008) specified the importance of Visual Merchandising and fundamental principles that need to be applied thus leaving an impact on customer's mind and perception. With more and more companies using tools to grab customer's attention, the window display industry is now a big business. This article discusses upon on how there is no better way of grabbing someone's attention than the first instance, and a well dressed window just does that. The research states that whatever display idea is apt and whatever way is to go, window displays portray your brand and business, and they attract customs and promote products. Window displays are selling devices that should not be ignored.

Sebastian (2008) asserts that traditionally visual merchandising was always associated with store windows and sales floor display with companies hiring specialists for efficient layout for of floor space for optimization of retail space. In contrast, with the advent of internet and e-commerce in particular, retailers are grappling at choices to have separate online operations with own marketing, merchandising and fulfillment capabilities with profitable returns. The researcher opines that initial stages would not be very easy to ride for companies to begin with; but definitely the starters would have an edge for this structural change in their organization. This leaves us with a little doubt to imagine that there would be almost no creativity left in visual merchandising as a standalone. On the other hand, in terms of online sales-commerce or m-commerce, visual merchandising might evolve in the digital world as a website designer complimenting the cross channel retailing or selling of retail products.

The importance of store presentation is discussed in depth by Bustos (2004a), where the study points out that simple, creative and innovative displays are more attractive to customers and to do this good merchandising presentation skills are required. The research highlights some guidelines which are important in accomplishing the above task. The study emphasizes a lot on simplicity of walls, floors and fixtures. It is observed that the simple and creative presentation is very much helpful for the businesses having fewer budgets for visual presentation. The study draws up a conclusion by emphasizing the simplicity in the merchandising presentation for building up a good brand image.

Bustos (2004b) observes that often the designers neglect the display window while making a plan for a new store. The windows are seen as an exterior element and once the store is opened, its display window becomes one of the important marketing tools. The research emphasized on the importance to plan the display window, manpower team (visual merchandising team) and set an annual budget accordingly. The study identifies that the display windows should be customized according to the products which are to be displayed in the windows. The use of creative flooring, lighting, backdrops and mannequins, while planning for the windows are outlined in the study. This study comes to conclusion by focusing on some simple but important aspects for constructing a display window that can act for the business as a marketing tool.

Gates (2007) signifies the importance of communication between retailers and suppliers regarding the display of the grocery produce in different retail stores, in his report. The

report signifies that the key is for the suppliers and retailers to act as partners when pushing produce and they should meet half way on promotions, communicating each of their needs along the way so it's a win-win situation for both of them. The report also noted that if literature is provided about the farm's offers to demo fruits in local stores and if a list of detailed questions is asked routinely to the suppliers, this would ensure that the stores needs are met. A constant communication of facts by suppliers to the retailers, telling them what fruits they have ready so that they can make room for it, facts that they can pass on to the final consumers and information on new produce, especially products that have new packaging, are portion controlled or are unique varieties help produce managers to take a cue from other departments and stack recipe cards next to their fruits and vegetables. She also notes that some retailers have entire displays of nothing but local produce set up like a small farmer's market and they frequently put pictures of local farmers that grow the food in their ads which contributes to that extra factor that attracts customers to the retail stores. The report says "Promotions" are important, but if suppliers want to truly create customer dependencies, their emphasis should be on all-encompassing marketing strategies. This signifies that "promotion" is just one tool in marketing kit, but other tools, like merchandising and packaging, are also important and should be considered. Gates concludes by focusing on the fact that Suppliers and Retailers have to work together, or else consumer needs won't be adequately addressed.

RESEARCH METHODOLOGY

The method used in this study is descriptive research. The main purpose of the research is the description of the state of affairs as it exists in present. The method of research used in descriptive study, generally is survey method for collecting information related to the demographic and behavioral variables of the respondents. The demographic factors such as nationality, age, gender were studied. The research also included other descriptive information such as how visual merchandising is important to set the store's outlook, thus leaving a large impact on the consumer thereby turning him into a potential buyer. The survey administered two sets of questionnaires; one set for the visual merchandisers and other for the customers. The visual merchandiser's questionnaire included 6 questions and customers included 5 questions. Both the questionnaires provided information regarding personal information for respondents. The questionnaires were highly structured and included open-ended, close-ended and

multiple choice questions and scaled respondents. The questionnaire was pretested before being finalized and administered.

The sampling technique used was a combination of convenient and judgment sampling. Convenient sampling is a non-probability sampling. The technique was chosen as convenient and saves time. Respondents who were easily available for survey were selected. In judgment sampling; the researcher uses his/her judgment in selecting the units from population of study based on population parameters. The sample size included respondents of various nationalities and age groups. The sample size for customers was chosen to be 100 questionnaires and that of visual merchandisers that were targeted was 20.This was considered sufficient to analyze and interpret the data easily. After scrutiny of field data, the processing was done in Microsoft Excel. The entire multi choice options were pre-coded before being entered into the computer.

DATA ANALYSIS AND INTERPRETATION

In the survey, majority of the sample (77%) belonged to the age group 18-30 years. Many of the respondents were college students, graduates and employees in various organisations. The proportion of respondents in the middle aged category (30-40years) constituted 12%, mostly from the working class. The least number of respondents belonged to the age groups 40-50 (4%) and 50 and above (7%). Segmentation of the population of respondents for the purpose of survey, based on gender, was carried out as the outlook of both male and female respondents on the various issues regarding merchandising and purchase decisions are different respectively. Therefore, gender as a dimension of analysis cannot be disregarded. According to the above chart, the number of respondents, both male and female were equal in number (50%), since the research is a general one, responses from both the sections are of significance. The age category of 18-30 majorly dominated the sample, in which 52% were females while there rest were males. Respondents in the rest of the age groups poorly represented the sample.

Majority of the respondents were Indians (64%).The next major group of respondents constituted Arab nationals (16%) from the GCC. Respondents were also included from Pakistan (11%), Philippines (3%) and Sri Lanka (1%).The rest of the respondents comprised of people from countries apart from the above mentioned. The research was kept as broad as possible with respect to nationalities, in order to survey the choices and tastes of respondents from different parts of the world, as far as possible.

The proportion of respondents, who are in the category of professionals (23%) included those individuals who were employed in their field of specialization. A small section of the survey participants (1%) constituted business owners. The other (29%) categories of respondents comprised of shop floor level employees, service sector personnel and the like. A large portion of the respondents (62%) falls in the income (per month) ranging in between 300 BD – 1000 BD. This segment represents the price sensitive lot of the whole survey participant population. The next major segment (31%) was represented by those in the family income range of above 1000 BD. These respondents were not necessarily price sensitive. Therefore, they were more inclined towards specific brand choices. The rest of the respondents (7%) constituted those of the family income ranging below 300 BD. These respondents were extremely price sensitive and hence did not have the liberty of choice with regard to purchases.

In this section it is attempted to understand how the various in-store factors incorporated in the store design, appeal to the customers in a way that they are compelled to make a purchase in that particular outlet. In this segment, we provided the respondents with a ranking scale to rate the assorted factors on the basis of their choice, to obtain their most and least preferred pick of those factors. It was found that majority of the respondents chose display settings as the most preferred consideration when they first walk into the store. Moreover, the orderly arrangement of the various items on display for purchase was considered to be of great significance as it helped the respondents to go about their shopping easily, with the least of obstacles on the shop floor. Staff Behaviour was the next appeal-creating factor favored by the respondents ,as desirable behavior of the staff also adds to the ambience so that the customer can be comfortable shopping in that particular store. Graphics and signage were the next element preferred by the respondents. They considered it better if there were enough signage around the store so that respondents know they're way around and they don't waste time looking for particular items. Illumination and space were the subsequently preferred in-store factors after the display settings, staff behavior and graphics and signage.

It is clearly understood that display settings again here are most preferred by a large section of the survey population. Similarly staff behaviour also is of importance after display settings. The third most preferred factor in the store, especially in the case of non-durables, is space arrangement as clutter and piling up of items with no space for customers to ply on will discourage their purchase. Ample lighting and proper signage

constitute the last two factors on the scale in the survey. Further in the analysis, we asked the respondents to rate four factors, namely brand name, visual appeal, discounts and offers and accessibility pertaining to an assortment of products and places, specifically personal care products, durables, Apparels, Edibles, Furniture, and Restaurants. After exploring and analysing the various responses, the following results were obtained.

Here we see that brand name was given most preference in case of personal care products. This is because usually brand name is related to the quality of the product ie if the product is very popular, people presume it to be of good quality and vice versa. So in case of stores also, outlets selling branded items are given more preference when it comes to buying personal care products. The second most preferred factor is visual appeal. People don't prefer buying from places which don't attract them visually. The discounts and offers are also thought of to be an important factor to pull the customers to the outlets to shop. Accessibility is considered least important factor for the customers to make a purchase.

In case of durable products brand name again was considered to be the most important factor that induced purchase in any outlet. This is because again brand name is seen as an indicator to the quality of the product even in case of durable products. Discounts and offers was the second most important factor that prompted purchase in any customer. In case of durables people seek value for money, an important reason why discounts and offers are considered to be important to persuade a customer to buy the durable. Visual appeal was considered to be third most important factor to induce purchase amongst customer. Accessibility is the again the least important factor that brings people to outlet for shopping.

In case of apparels, visual appeal was considered the most important factor to stimulate purchase. This was because visual appeal (especially displays on mannequins) gives an idea to the customer on how would the wear suit a person. Brand name was considered the next most important factor in case of apparels. This is because respondents felt a sense of pride wearing branded cloth. Discounts and offers were ranked as the third most important factor for any customer to get into a apparels outlet. Accessibility was considered as the least important factor for most of the respondents.

In case of edibles, brand name was considered as the most important factor that the respondents considered before making any purchase. This is because the respondents

associated brand name with the quality of the products that they intended to purchase. The next most important factor that was considered important was visual appeal. The edibles product according to the respondents needed to be visually attractive and fresh looking so as to prompt them to make purchase of those edible items. Discounts and offers was the next most important factor that was considered to be important when respondents needed to make a purchase. Accessibility was again the least considered factor when respondents intended to make purchase of edibles items.

In case of furniture items visual appeal was considered as the most important factor that the respondents considered before buying the items. This is because if people were visually attracted to a shop, they had a idea of how would the furniture enhance the look of the house /office. The second most important factor that the respondents considered was the discounts and offers before buying the furniture. This is because if they were getting their most preferred items at discounted price, they didn't mind if the product wasn't branded. After discounts and offers, brand name was considered as an important factor to attract the respondents to the get attracted to a furniture outlet. Accessibility again was the last most important factor even in case of furniture's purchase by the respondents.

In case of restaurants, respondents gave the most preference to Brand name when they had to choose between various outlets to dine into. This is because brand name was related to the quality and the taste of the food available in such restaurants. The next most important factor was the visual appeal of the place where they chose to dine. Ambience was to be right for the respondents so as to visit the restaurant again and again. The next factor that was of importance to the respondents was the accessibility of the restaurant. Discounts and offers was the least important factor that the respondents considered before making a choice of restaurants.

When respondents were asked if they prefer single brand selling outlets or multiple brands selling outlets, around 76 % of respondents preferred outlets that had multiple brands to sell where as 24% preferred outlets selling single brands. This signifies that places like shopping malls, food courts and makeup shops are preferred by a large population of respondents but the 24% isn't a small percentage of population either, hence even their preferences should not be avoided. When respondents were put forward with a situation of their desired product no being available in the outlet they usually shop, 63% of respondents preferred buying substitute of the product from the same shop

where as 37% of respondents preferred buying the same product from different shop\outlet. This signifies that availability of products is very important in an outlet and it has huge impact on the sales taking place in that particular outlet. If people find that the shop fails to cater to their needs of buying a particular brand of products, a lot of people have a tendency to shift their preference regarding the point of purchase. When the respondents were asked if window display are an important aspect of the store, around 38% of respondents strongly agreed to the statement and 58% percent of respondents had agreed to the statement. Amongst the rest of the respondents, only 1% had no opinion and only 3% disagreed to the statement.

When respondents were asked if visual appeal formed an image of the brand\shop, around 41% strongly agreed to the statement whereas 51% agreed to the statement. Around 5% had no opinion about it. Around 2% disagreed to the statement and 1% strongly disagreed to the statement.

When respondents were asked if websites that they buy from also needed to be visually attractive, around 17% of people strongly agreed to the fact where as 50% of respondents agreed to the statement. Around 23% of people had no opinion about it where as 10% of people disagreed to the statement.

When respondents were asked about the importance of mannequins for display in an apparels shop, 31% of people strongly agreed that it was very important where as 47% agreed that it was important to the apparels shop. Around 12% of people had no opinion where as 9% of people disagreed saying that it wasn't important to an apparels shop where as 1% of respondents strongly disagreed.

When respondents were asked if long queues discourage their purchase from any outlet, 37% of respondents strongly agreed to the statement whereas 39 % of respondents agreed to the statement and 18% of the respondents expressed no opinion about it where as 6% of the people disagreed with the statement.

When respondents were asked about importance of trial rooms for an apparel shop, around 61% of people said it's really important, where as 33% considered it to be important. There were 6%o f the respondents who expressed no opinion.

It is seen from the figure that most of the respondents who were categorized under the visual merchandisers group worked in semi-durables industry. In exact percentage, 50% worked for semi-durables, 25%worked for durables and remaining worked in non-durables industry.

Respondents of all business groups were contacted for the study, so as to analyze the differences and draw a conclusion.

RESULTS

1. Among the various listed factors, the respondents have ranked display settings as their major preference followed by staff behavior.

2. It also was observed, contradictory to our assumption, that most of the respondents who were supposedly in the price sensitive segment of the population of the respondents preferred buying branded and visually appealing products rather than those on discounts and offers.

3. Visually appealing stores and outlets did help respondents to create an image of the brand in the minds of the customers.

4. Contradictory to the customer's preferences, visual merchandisers rated illumination at their store locations/outlets as their most preferred in-store visual appeal creating factor but the respondents who are customers did not give it a high rating.

5. Among the various features of a store that help to convert window shoppers into real customers although visual appeal achieved the highest ranking , the other factors were not far behind in ranking therefore it is concluded that a optimum combination of all the listed factor are important to ensure customer delight

SCOPE FOR CAREER DEVELOPMENT

For the visual merchandising professionals, who have experience in designing effective store layouts, color displays, the use of creative silent communication skill tools, creative window display, and in store displays are of great importance. The curriculum of visual merchandising includes generally the following fields

1. Creative art.

2. Specific application to retail.

3. Techno commercial planning and execution.

Students of management looking for employment can find opportunities in departmental stores, super markets, malls, and hyper markets as visual merchandiser. Further those who have entrepreneurial streak can look for event managers or interior designers professionals.

The challenge of visual merchandising is not only to grab customers' attention and encourage them to shop, but to promote a store's brand and keep shoppers informed of fashion trends.

Research can be broadened pertaining to areas regarding the Impact of market fluctuations such as Inflation or recession that influence the visual merchandising decisions, that is, whether an extensive budget should be maintained for décor and store design purposes or not, whatever be the condition of the market.

Moreover, a line of investigation can be pursued with regard to the outlook of websites that can be enhanced further visually and the various related aspects that help increase online purchases by the customers.

CONCLUDING COMMENTS

We wanted to study how the store design and outlook impacts customer behavior and how retailers incorporate these factors and mold it according to the preferences of the consumers. We also wanted to investigate preferences of customers and wanted to find out how they rank visual appeal amongst other factors like brand name, offers and discounts and accessibility. We also wanted to investigate what ambience creating factor was most preferred.

We also checked what set skills did the visual merchandisers consider as most important amongst the skills requisite to create customer desirability. We assessed the different aspects of the overall concept of visual merchandising used in the store in order to ascertain which area should be most focused on in order to create customer appeal. We also investigated what kind of products were kept in display amongst the most popular, best moving and trend items. We also analyzed the perception of the visual merchandisers that what according to them was the key factor for attracting the customer.

The following are the conclusions drawn from the study:

1. Visual merchandising starts with the store building itself. The management then decides on the store design to reflect the products the store is going to sell and how to create a warm, friendly, and approachable atmosphere for its potential customers.

2. Showroom outlets ought to possess good communication skills and ability to predict future merchandising trends.

3. Most of the firms main idea of display is to show the newest trends and the new arrivals.

4. Majority of customers respond to the lighting more positively. They specially mentioned that lighting helps to select correct products, reduce the time wasted and feel relaxation during the shopping tours. Therefore, visual merchandisers can select appropriate lighting system that creates satisfaction of psychological needs of customers.

5. Enhanced Visual Merchandising requires proper lighting merged with display themes.

6. It is observed that most people are lured into buying the product looking at the shop's ambience and visual display.

7. In case of personal care products more marketing strategies need to be adopted since people prefer to buy these products looking at their popularity and brand image in the market. The discounts and offers are also thought of to be an important factor to pull the customers to the outlets.

8. In case of durables people seek value for money, an important reason why discounts and offers are considered to be important to persuade a customer to buy the durables. The pricing of durables should be kept set according to normal man's standards and expectations.

9. In case of apparels, mannequin industry has a huge role to play gives an idea to the customer on how to wear a particular item or product, and the visual appearance attracts or stimulates the buyer to go for the ultimate purchase.

10. Financial factors like budgeting in visual merchandising, sufficient supervision of staff behavior at timely intervals, use of safety equipments, are some important attributes that assure the shopper's utmost convenience.

11. Adequate spacing of the products in the concerned point of display and a proper alley or passage for the buyers needs to be created.

12. Store window displays can be a great way to draw people into the store, because they give them a look at some of the items they can expect to see inside. They are also a great way to highlight certain types of merchandise.

13. Graphics and Signage are cost-effective and efficient tools for delivering a message or inform the customer about the products available in the department store.

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