

Impact of Visual Merchandising on Sales in Retail Store

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Abstract—The basic point and determination of the examination is to define visual advancing impact customer attention. The investigate paper emphasizes on six key dimension of visual advertising and preliminary of theory are based on these i.e. of thing appear, window appear, shading, lighting, store structure and thing show and how it sway the thought buyers. The stratified reviewing technique is used. The diagram was driven in picked retail stores at Vijayawada. A composed Questionnaires of Likert's five point scale is used for the survey. Where 200 Questionnaires were distributed to the respondents who were identified shopping in picked retail stores. It found that the theories for thing appear, window show and shading assortment have been recognized that they have a confident and important impact on buyer buying conduct. Research express that the retail storer should concentrate on visual advertising methods for pulling in new customers and rise the walk of store which may moreover prime to achievement influence over contenders.

Keywords— Retail store, visual merchandising dimension of retail and customers etc.

INTRODUCTION

In the past multi decade retail has grabbed generously more attention in publicizing time where India attains 'the next fundamental retail objective' all around among thirty creating markets. India is set fourth greatest economy nation after United States of America, China and Japan in the locale of purchasing power parity (PPP). The visual showcasing is to make careful the buyer, to update the stores' image, and to help different arrangements by appearing with decorations. Retail stores are endeavoring to make also stimulating, acknowledging visual presentations in forceful market. Indian purchasers slant toward state of craftsmanship stock that have fine quality and are of overall standards Neha P. Mehta and Pawan K. Chugan (2013). It is the primary system to make vitality in retailing. Retailers by organizing pushed usage of store opening can facilitate the customers' wants and provide robust contention. Therefore, it is imperative to examine visual advancing in retailing and support the retail stores to appreciate the way in which they can isolate themselves from contenders.

SIGNIFICANCE OF THE STUDY

The essential purpose behind conduction this outline is to separate the effect of visual advancing and its attributes of

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customer attention. This is a fundamental gadget where retailer to find imaginative way to deal with catch the thought of buyers. The components of visual advertising are thing appear, window appear, shading, lighting, store arrangement and thing show which accept a fundamental occupation in attracting customers. This look at empowers us in evaluating and finding impact of visual advancing on accomplishment of customer thought and their acquiring conduct.

LITERATURE REVIEW

The investigator state that, Yasir Ali Soomro et al (2017) in their article, it was communicated that the speculations for shading, lighting, window and inside limit were accepted as having a confident and essential impact on the thought of consumers. The visual showcasing fittingly isolates the retail brand from battling brands, sets brand tendency among customers was discussed by Park et al (2014), it basic association between customer acquiring behavior and window appear, floor advertising and constrained time signage by Neha P. Mehta (2013). According to, Darden, W. (1983) found that window show is an average which makes starting acquaintance in the customer's mind with purchase the stock. Physical intrigue of the store motivates customers inconceivably for store selection. Bell and Ternus (2012) in their examination reinforced the theories given by before specialists and included lighting can redesign the retail space and augmentation the estimation of thing in customer's mind. The insignificant focal points of the things were enhanced. Sen, Block (2002) influences that the window indicates influences store entry and purchase decisions. It furthermore makes a regard for stock kind for the area on the other hand it demonstrates how the stock is to be shown in window indicates which would affect acquiring decision.

Research Methodology

Objectives

- To find the impact of thing appear, window appear, shading, lighting, store configuration and thing display on buyer obtaining conduct towards retail store.
- To break down the impact of visual showcasing on arrangements towards retail store.

Research Design, Sample and Data

The examination finished is realistic and cross sectional in nature. The technique is arranged to estimate the impact of visual advancing on arrangements towards retail

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store. Both fundamental similarly as helper data is used for this study. The testing framework used was stratified sampling. The survey was coordinated in picked retail stores at Vijayawada. A composed survey of Likert's five point scale is used for the audit. Where 200 overviews were appropriated to the respondents who were perceived shopping in picked retail stores. With the help of SPSS data is destitute down using Variance of Analysis (ANOVA) instrument.

Research Hypothesis

HO: There is no difference between demographic variable and dimension of visual merchandising on sales in retail store.

DATA ANALYSIS AND RESULTS

Examination of contrast is a quantifiable method that explores watched variance and isolates it into instrument which are the wellsprings of progress.

It performs an analysis on the distinction of somewhere around two guide to choose whether they process the comparable strategies. The test says whether the techniques

are inside a particular element of assurance being the comparable subject to the real and predictable level of contrast inside each datum bunch. Also F-test is used with respect to ANOVA for condemning the significance of more than two model inferences at one and the proportional time. One-way examination of vacillation (ANOVA) tests choose whether one given factor has a basic impact over any of the enlightening record under examination. An enormous P – Value coming about on account of a solitary heading examination of vacillation would exhibit that a factor is differentially communicated in no short of what one of the social occasions separated. If there are various get-togethers being analyzed, in any case, the single course examination of progress does not expressly demonstrate which pair of social affairs shows quantifiable complexities. In the present examination, respondents are amassed dependent on age, yearly pay, preparing, calling and size of the family. The test therefore, examinations the specific respondent social events who have differing suppositions as for – of thing appear, window appear, shading, lighting, store plan and thing show and accordingly supports all of the objectives under examination.

Table- 1 Difference between age and dimension of visual merchandising on sales in retail store

Dimension of Visual Merchandising	Variables		Sum of Squares	Degree of freedom	Mean squares	F ratio	p Value
Product Display	When visiting stores do you pay attention to the displays	Between Groups	1.491	2	.746	2.040	.133
		Within Groups	72.009	197	.366		
		Total	73.500	199			
	Do you feel displays increase your interest in products?	Between Groups	1.863	2	.931	1.410	.247
		Within Groups	130.137	197	.661		
		Total	132.000	199			
	Size of the shop would affect your preference towards the products	Between Groups	1.008	2	.504	.347	.708
		Within Groups	286.512	197	1.454		
		Total	287.520	199			
	Products being placed like a mess mean that they are cheap	Between Groups	13.171	2	6.585	6.963	.001
		Within Groups	186.329	197	.946		
		Total	199.500	199			
Window Display	Would creative window displays attract you into a store?	Between Groups	1.400	2	.700	.681	.507
		Within Groups	202.355	197	1.027		
		Total	203.755	199			
	You always pay attention to different window displays no matter what is being displayed	Between Groups	13.592	2	6.796	5.505	.005
		Within Groups	243.188	197	1.234		
		Total	256.780	199			



		Total	256.780	199			
	Frequent changes of the window display arouse your interest towards products of the store	Between Groups	2.165	2	1.082	.762	.468
		Within Groups	279.755	197	1.420		
		Total	281.920	199			
	Frequent changes of the window display help you to learn about the new merchandises in the store	Between Groups	.700	2	.350	.326	.722
		Within Groups	211.300	197	1.073		
		Total	212.000	199			
Colour	The colourful assortments of fast fashion product could arouse your awareness	Between Groups	2.320	2	1.160	.866	.422
		Within Groups	264.035	197	1.340		
		Total	266.355	199			
	The colourful assortments of fashion products could increase your interest to go into the store	Between Groups	1.401	2	.700	.678	.509
		Within Groups	203.394	197	1.032		
		Total	204.795	199			
	The tone of colour of a fashion product could affect your preference towards it	Between Groups	1.992	2	.996	1.767	.174
		Within Groups	111.028	197	.564		
		Total	113.020	199			
	The more colours are offered for you to choose from, the more likely you are going to buy the product	Between Groups	27.142	2	13.571	8.181	.000
		Within Groups	326.813	197	1.659		
		Total	353.955	199			
Lighting	You always pay attention to things covered with strong lighting	Between Groups	39.621	2	19.810	20.406	.000
		Within Groups	191.254	197	.971		
		Total	230.875	199			
	The use of lights in different brightness to decorate the store would stimulate your preference towards product items	Between Groups	34.404	2	17.202	11.824	.000
		Within Groups	286.591	197	1.455		
		Total	320.995	199			
	The use of lights in different brightness to decorate the store would increase your possibility of making purchase	Between Groups	7.127	2	3.563	2.007	.137
		Within Groups	349.748	197	1.775		
		Total	356.875	199			
Store Layout	I tend to purchase unintended products while trying to find a specific product	Between Groups	.370	2	.185	.118	.888
		Within Groups	307.550	197	1.561		
		Total	307.920	199			
	I enjoy shopping , if I foundthe intended products with ease without much search	Between Groups	3.403	2	1.702	1.102	.334
		Within Groups	304.097	197	1.544		
		Total	307.500	199			

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	When I enter a store I tend to walk directly towards the products I have planned to buy	Between Groups	14.736	2	7.368	6.362	.002
		Within Groups	228.144	197	1.158		
		Total	242.880	199			
	I tend to buy unintended products while I'm browsing the aisles of a store	Between Groups	12.378	2	6.189	10.723	.000
		Within Groups	113.702	197	.577		
		Total	126.080	199			

The table 1 demonstrates that the refinement among age and estimation of visual advancing on arrangements in retail store. From the examination, it is found that stock being set like a disaster area suggest that they are effective, the mean (6.585), P regard (.001) and respondent constantly center around various window appears, mean (6.796), P regard (.005) significant among age and estimation of thing show is viewed. The examination furthermore perceived that the number of tints are open for respondents to select, the more likely that they purchase the thing, mean (13.571), P regard (.000) essential is viewed. The examination moreover found that the customers are pay friendliness to things roofed with

solid lighting, the mean (19.810), P regard (.000) and lights use invarious magnificence to beautify the store will be fortify buyer tendency towards different things, mean regard (17.202), p regard (.000) are enormous among age and estimation of lighting in retail store is viewed. It is assume that customer have proposed to buy, mean (7.368), P regard (.002) and customer will all in all purchase unintended items, the mean 6.189, p regard is .000 essential among age and estimation of store plan towards visual advancing in retail store is observed.

Table - 2 ANOVA test difference between annual income and dimension of visual merchandising on sales in retail store

Dimension of Visual Merchandising	Variables		Sum of Squares	Degree of freedom	Mean squares	F ratio	p Value
Product Display	When visiting stores do you pay attention to the displays?	Between Groups	2.173	5	.435	1.182	.319
		Within Groups	71.327	194	.368		
		Total	73.500	199			
	Do you feel displays increase your interest in products?	Between Groups	8.745	5	1.749	2.753	.020
		Within Groups	123.255	194	.635		
		Total	132.000	199			
	Size of the shop would affect your preference towards the products	Between Groups	17.445	5	3.489	2.506	.032
		Within Groups	270.075	194	1.392		
		Total	287.520	199			
	Products being placed like a mess mean that they are cheap	Between Groups	7.980	5	1.596	1.617	.157
		Within Groups	191.520	194	.987		
		Total	199.500	199			
Window	Would creative window displays attract you into a store?	Between Groups	18.499	5	3.700	3.875	.002
		Within Groups	185.256	194	.955		
		Total	203.755	199			

Display	You always pay attention to different window displays no matter what is being displayed	Between Groups	12.404	5	2.481	1.969	.085
		Within Groups	244.376	194	1.260		
		Total	256.780	199			
	Frequent changes of the window display arouse your interest towards products of that store	Between Groups	4.658	5	.932	.652	.660
		Within Groups	277.262	194	1.429		
		Total	281.920	199			
	Frequent change of the window display help you to learn about the new merchandises in the store	Between Groups	9.298	5	1.860	1.780	.119
		Within Groups	202.702	194	1.045		
		Total	212.000	199			
Colour	The colorful assortments of fast fashion product could arouse your awareness	Between Groups	22.336	5	4.467	3.552	.004
		Within Groups	244.019	194	1.258		
		Total	266.355	199			
	The colorful assortments of fast fashion products could increase your interest to go into the store	Between Groups	17.953	5	3.591	3.728	.003
		Within Groups	186.842	194	.963		
		Total	204.795	199			
	The tone of colour of a fashion product could affect your preference towards it	Between Groups	.352	5	.070	.121	.988
		Within Groups	112.668	194	.581		
		Total	113.020	199			
	The more colours are offered for you to choose from, the more likely you are going to buy the product	Between Groups	12.043	5	2.409	1.367	.239
		Within Groups	341.912	194	1.762		
		Total	353.955	199			
Lighting	You always pay attention to things covered with strong lighting	Between Groups	7.166	5	1.433	1.243	.291
		Within Groups	223.709	194	1.153		
		Total	230.875	199			
	The use of lights in different brightness to decorate the store would stimulate your preference towards product items	Between Groups	11.967	5	2.393	1.503	.191
		Within Groups	309.028	194	1.593		
		Total	320.995	199			
	The use of lights in different brightness to decorate the store would increase your possibility of making purchase	Between Groups	16.881	5	3.376	1.926	.092
		Within Groups	339.994	194	1.753		
		Total	356.875	199			
	Your interest towards a product can be raised if you can see it	Between Groups	1.703	5	.341	.451	.812

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Store Layout	clearly	Within Groups	146.377	194	.755		
		Total	148.080	199			
		Between Groups	12.378	5	2.476	1.625	.155
	I tend to purchase unintended products while trying to find a specific product	Within Groups	295.542	194	1.523		
		Total	307.920	199			
		Between Groups	8.465	5	1.693	1.098	.363
	I enjoy shopping , if I found the intended products with ease without much search	Within Groups	299.035	194	1.541		
		Total	307.500	199			
		Between Groups	11.872	5	2.374	1.994	.081
	When I enter a store I tend to walk directly towards the products I have planned to buy	Within Groups	231.008	194	1.191		
		Total	242.880	199			
		Between Groups	13.774	5	2.755	4.759	.000
	I tend to buy unintended products while I'm browsing the aisles of a store	Within Groups	112.306	194	.579		
		Total	126.080	199			

Table - 2 address the customer feels show increase his eagerness for things mean (1.749) P regard (.020) and size of the shop will impact customer tendency mean (3.489), P regard (.032) is important between yearly pay and things indicated is viewed. It actuates that the innovative window indicates attract customer thought into a store, mean (3.700), P regard (.002) basic between yearly pay and window demonstrates is viewed. The

examination saw that the there is basic between yearly pay and shading towards visual showcasing which factor significantly influenced that the shading groupings have make customer care (4.467), p regard (.004) and it increase customer eagerness to go into retail store mean (3.591) , p regard (.003). The examination also found that, there is tremendous association between yearly pay and store group.

Table- 3 ANOVA test difference between education and dimension of visual merchandising on sales in retail store

Dimension of Visual Merchandising	Variables	Sum of Squares	Degree of freedom	Mean squares	F ratio	p Value	
Product Display	When visiting stores do you pay attention to the displays?	Between Groups	7.996	3	2.665	7.975	.000
		Within Groups	65.504	196	.334		
		Total	73.500	199			
	Do you feel displays increase your interest in products?	Between Groups	8.956	3	2.985	4.756	.003
		Within Groups	123.044	196	.628		
		Total	132.000	199			
	Size of the shop would affect your preference towards the products	Between Groups	12.951	3	4.317	3.082	.029
		Within Groups	274.569	196	1.401		
		Total	287.520	199			
	Products being placed like a mess mean that they are cheap	Between Groups	3.393	3	1.131	1.130	.338
		Within Groups	196.107	196	1.001		

		Total	199.500	199			
Window Display	Would creative window displays attract you into a store?	Between Groups	6.215	3	2.072	2.056	.107
		Within Groups	197.540	196	1.008		
		Total	203.755	199			
	You always pay attention to different window displays no matter what is being displayed	Between Groups	10.185	3	3.395	2.698	.047
		Within Groups	246.595	196	1.258		
		Total	256.780	199			
	Frequent changes of the window display arouse your interest towards products of that store	Between Groups	10.202	3	3.401	2.453	.065
		Within Groups	271.718	196	1.386		
		Total	281.920	199			
	Frequent change of the window display help you to learn about the new merchandises in the store	Between Groups	11.532	3	3.844	3.758	.012
		Within Groups	200.468	196	1.023		
		Total	212.000	199			
Colour	The colorful assortments of fast fashion product could arouse your awareness	Between Groups	7.703	3	2.568	1.946	.124
		Within Groups	258.652	196	1.320		
		Total	266.355	199			
	The colorful assortments of fast fashion products could increase your interest to go into the store	Between Groups	11.227	3	3.742	3.789	.011
		Within Groups	193.568	196	.988		
		Total	204.795	199			
	The tone of colour of a fashion product could affect your preference towards it	Between Groups	.074	3	.025	.043	.988
		Within Groups	112.946	196	.576		
		Total	113.020	199			
	The more colours are offered for you to choose from, the more likely you are going to buy the product	Between Groups	34.010	3	11.337	6.945	.000
		Within Groups	319.945	196	1.632		
		Total	353.955	199			
Lighting	You always pay attention to things covered with strong lighting	Between Groups	19.325	3	6.442	5.968	.001
		Within Groups	211.550	196	1.079		
		Total	230.875	199			
	The use of lights in different brightness to decorate the store would stimulate your preference towards product items	Between Groups	19.500	3	6.500	4.226	.006
		Within Groups	301.495	196	1.538		
		Total	320.995	199			
	The use of lights in different brightness to decorate the store would increase your possibility of making purchase	Between Groups	10.303	3	3.434	1.942	.124
		Within Groups	346.572	196	1.768		

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	Your interest towards a product can be raised if you can see it clearly	Total	356.875	199			
		Between Groups	12.861	3	4.287	6.214	.000
		Within Groups	135.219	196	.690		
		Total	148.080	199			
Store Layout	I tend to purchase unintended products while trying to find a specific product	Between Groups	18.256	3	6.085	4.118	.007
		Within Groups	289.664	196	1.478		
		Total	307.920	199			
	I enjoy shopping , if I found the intended products with ease without much search	Between Groups	2.833	3	.944	.607	.611
		Within Groups	304.667	196	1.554		
		Total	307.500	199			
	When I enter a store I tend to walk directly towards the products I have planned to buy	Between Groups	9.293	3	3.098	2.599	.053
		Within Groups	233.587	196	1.192		
		Total	242.880	199			
	I tend to buy unintended products while I'm browsing the aisles of a store	Between Groups	3.402	3	1.134	1.812	.146
		Within Groups	122.678	196	.626		
		Total	126.080	199			

From the examination it is found that, when visiting stores do customer center around the exhibits mean (2.665), P regard (.000), customer feel indicates increase his energy to purchase things mean (2.985), p regard (.003) and size of the shop would influence buyer tendency towards the things mean (4.317), p regard (.029) sway factors are guidance and estimation of thing appear towards visual advancing in retail store is viewed. customer show excitement towards different window demonstrates mean (3.395) p regard (.047) and continuous revolution the window show would support to get some answers concerning the new things, mean (3.844), P regard (.012) are imperative qualification among preparing and window appear. It reveals that the

splendid assortments of brisk structure things will rise customer hugeness to go into the store, mean 3.789) P regard (.001) and the more tints are offered for respondent to peruse, the buyer are going to buy the thing, mean (11.337) P regard (.000) are immense among guidance and shades towards retail store is viewed. It assumed that the strong lighting mean (6.442) p regard (.000), lights in different brightness to breath life into the store have been increase customer tendency towards thing, mean (6.500) p regard (.006) and if customer will understand it detectably mean (6.214) P regard (.053) are colossal among preparing and lighting of retail store is observed.

Table – 4 ANOVA test difference between profession and dimension of visual merchandising on sales in retail store

Dimension of Visual Merchandising	Variables		Sum of Squares	Degree of freedom	Mean squares	F ratio	p Value
Product Display	When visiting stores do you pay attention to the displays?	Between Groups	3.268	4	.817	2.268	.063
		Within Groups	70.232	195	.360		
		Total	73.500	199			
	Do you feel displays increase your interest in products	Between Groups	4.026	4	1.007	1.534	.194
		Within Groups	127.974	195	.656		
		Total	132.000	199			

	Size of the shop would affect your preference towards the products	Between Groups	17.054	4	4.263	3.074	.017
		Within Groups	270.466	195	1.387		
		Total	287.520	199			
	Products being placed like a mess mean that they are cheap	Between Groups	11.906	4	2.976	3.094	.017
		Within Groups	187.594	195	.962		
		Total	199.500	199			
Window Display	Would creative window displays attract you into a store?	Between Groups	12.569	4	3.142	3.205	.014
		Within Groups	191.186	195	.980		
		Total	203.755	199			
	You always pay attention to different window displays no matter what is being displayed	Between Groups	17.947	4	4.487	3.663	.007
		Within Groups	238.833	195	1.225		
		Total	256.780	199			
	Frequent changes of the window display arouse your interest towards products of that store	Between Groups	15.987	4	3.997	2.931	.022
		Within Groups	265.933	195	1.364		
		Total	281.920	199			
	Frequent change of the window display help you to learn about the new merchandises in the store	Between Groups	15.689	4	3.922	3.896	.005
		Within Groups	196.311	195	1.007		
		Total	212.000	199			
Colour	The colorful assortments of fast fashion product could arouse your awareness	Between Groups	23.464	4	5.866	4.709	.001
		Within Groups	242.891	195	1.246		
		Total	266.355	199			
	The colorful assortments of fast fashion products could increase your interest to go into the store	Between Groups	13.058	4	3.265	3.320	.012
		Within Groups	191.737	195	.983		
		Total	204.795	199			
	The tone of colour of a fashion product could affect your preference towards it	Between Groups	.371	4	.093	.160	.958
		Within Groups	112.649	195	.578		
		Total	113.020	199			
	The more colours are offered for you to choose from, the more likely you are going to buy the product	Between Groups	34.160	4	8.540	5.207	.001
		Within Groups	319.795	195	1.640		
		Total	353.955	199			
	You always pay attention to things covered with strong lighting	Between Groups	28.076	4	7.019	6.749	.000
		Within Groups	202.799	195	1.040		
		Total	230.875	199			

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Lighting	The use of lights in different brightness to decorate the store would stimulate your preference towards product items	Between Groups	29.690	4	7.422	4.969	.001
		Within Groups	291.305	195	1.494		
		Total	320.995	199			
	The use of lights in different brightness to decorate the store would increase your possibility of making purchase	Between Groups	18.895	4	4.724	2.725	.031
		Within Groups	337.980	195	1.733		
		Total	356.875	199			
	Your interest towards a product can be raised if you can see it clearly	Between Groups	13.468	4	3.367	4.877	.001
		Within Groups	134.612	195	.690		
		Total	148.080	199			
Store Layout	I tend to purchase unintended products while trying to find a specific product	Between Groups	26.806	4	6.702	4.649	.001
		Within Groups	281.114	195	1.442		
		Total	307.920	199			
	I enjoy shopping , if I found the intended products with ease without much search	Between Groups	13.308	4	3.327	2.205	.070
		Within Groups	294.192	195	1.509		
		Total	307.500	199			
	When I enter a store I tend to walk directly towards the products I have planned to buy	Between Groups	10.681	4	2.670	2.242	.056
		Within Groups	232.199	195	1.191		
		Total	242.880	199			
	I tend to buy unintended products while I'm browsing the aisles of a store	Between Groups	7.060	4	1.765	2.892	.023
		Within Groups	119.020	195	.610		
		Total	126.080	199			

From the examination we can say that, when visiting stores do customer center around the introductions mean (2.665), P regard (.000), customer feel demonstrates increase his excitement to purchase things mean (2.985), p regard (.003) and size of the store would impact the customer tendency towards the things mean (4.317), p regard (.029) sway factors are immense refinement guidance and estimation of thing appear towards visual advancing in retail store is viewed. It clearly fathom window demonstrated mean (3.395) p regard (.047), customer to get some answers concerning the new thing in the store mean (3.844), P regard (.012) are essential differentiation among guidance and window appear. The

examination has revealed that the splendid augmentation customer interest (3.789) P - regard (.001) and the more shades are offered for buyer to peruse, the practically certain you are going to buy the thing mean (11.337) P regard (.000) are immense among preparing and tints towards retail store is viewed. It is assumed that the customer constantly center towards strong lighting mean (6.442) p regard (.000), lights in different magnificence (6.500) p regard (.006) and customer energy towards a stock can be extended if customer can envision it evidently mean (6.214) P regard (.053) are imperative among preparing and lighting of retail store is viewed.

Table – 5 ANOVA test difference between size of family and dimension of visual merchandising on sales in retail store

Dimension of Visual Merchandising	Variables	Sum of Squares	Degree of freedom	Mean squares	F ratio	p Value
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Product Display	When visiting stores do you pay attention to the displays?	Between Groups	.982	2	.491	1.334	.266
		Within Groups	72.518	197	.368		
		Total	73.500	199			
	Do you feel displays increase your interest in products?	Between Groups	.131	2	.065	.098	.907
		Within Groups	131.869	197	.669		
		Total	132.000	199			
	Size of the shop would affect your preference towards the products	Between Groups	.610	2	.305	.209	.811
		Within Groups	286.910	197	1.456		
		Total	287.520	199			
	Products being placed like a mess mean that they are cheap	Between Groups	1.700	2	.850	.847	.430
		Within Groups	197.800	197	1.004		
		Total	199.500	199			
Window Display	Would creative window displays attract you into a store?	Between Groups	.459	2	.229	.222	.801
		Within Groups	203.296	197	1.032		
		Total	203.755	199			
	You always pay attention to different window displays no matter what is being displayed	Between Groups	.913	2	.457	.351	.704
		Within Groups	255.867	197	1.299		
		Total	256.780	199			
	Frequent changes of the window display arouse your interest towards products of that store	Between Groups	.173	2	.086	.060	.941
		Within Groups	281.747	197	1.430		
		Total	281.920	199			
	Frequent change of the window display help you to learn about the new merchandises in the store	Between Groups	.328	2	.164	.153	.859
		Within Groups	211.672	197	1.074		
		Total	212.000	199			
Colour	The colorful assortments of fast fashion product could arouse your awareness	Between Groups	7.972	2	3.986	3.039	.050
		Within Groups	258.383	197	1.312		
		Total	266.355	199			
	The colourful assortments of fast fashion products could increase your interest to go into the store	Between Groups	.065	2	.032	.031	.969
		Within Groups	204.730	197	1.039		
		Total	204.795	199			
	The tone of colour of a fashion product could affect your preference towards it	Between Groups	.662	2	.331	.580	.561
		Within Groups	112.358	197	.570		
		Total	113.020	199			

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	The more colours are offered for you to choose from, the more likely you are going to buy the product	Between Groups	7.901	2	3.951	2.249	.108
		Within Groups	346.054	197	1.757		
		Total	353.955	199			
Lighting	You always pay attention to things covered with strong lighting	Between Groups	6.977	2	3.489	3.070	.049
		Within Groups	223.898	197	1.137		
		Total	230.875	199			
	The use of lights in different brightness to decorate the store would stimulate your preference towards product items	Between Groups	5.760	2	2.880	1.800	.168
		Within Groups	315.235	197	1.600		
		Total	320.995	199			
	The use of lights in different brightness to decorate the store would increase your possibility of making purchase	Between Groups	11.524	2	5.762	3.287	.039
		Within Groups	345.351	197	1.753		
		Total	356.875	199			
	Your interest towards a product can be raised if you can see it clearly	Between Groups	.455	2	.227	.303	.739
		Within Groups	147.625	197	.749		
		Total	148.080	199			
Store Layout	I tend to purchase unintended products while trying to find a specific product	Between Groups	3.278	2	1.639	1.060	.348
		Within Groups	304.642	197	1.546		
		Total	307.920	199			
	I enjoy shopping , if I found the intended products with ease without much search	Between Groups	3.849	2	1.925	1.249	.289
		Within Groups	303.651	197	1.541		
		Total	307.500	199			
	When I enter a store I tend to walk directly towards the products I have planned to buy	Between Groups	.390	2	.195	.158	.854
		Within Groups	242.490	197	1.231		
		Total	242.880	199			
	I tend to buy unintended products while I am browsing the brochure of a store	Between Groups	.567	2	.283	.445	.642
		Within Groups	125.513	197	.637		
		Total	126.080	199			

It is found from the examination that there is no vital refinement between size of the family and estimation like thing appear, window show and store group towards visual showcasing in retail store because of P regard is more conspicuous than .05 with these estimation customers are disillusioned. The examination contemplated that the splendid groupings of snappy style stock may raise customer care mean (3.986), P regard (.050) and the use of lights in different quality to upgrade the store would fabricate buyer believability of making purchase mean (5.762) P regard (.039) are enormous with size of the

CONCLUSION

The examination presumes that, the preparation and calling variable are uncommonly content with estimations like thing appear, window show and shading course of action towards visual advertising are basic is viewed. The examination recommended that the retail stores should focus on visual advancing estimations for attracting and holding buyer and develop the footfall of store which may similarly incite increment an engaged edge.

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