# TECHNIQUES OF VISUAL MERCHANDISING

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## ABSTRACT

*Visual merchandising is a new and upcoming technique which takes organized retail to next level. Visual merchandising is setting up of store and arrangement of merchandise in a neat and attractive manner to increase sales. Store is arranged in a visually appealing manner to increase sales. In big malls and branded stores visual merchandisers set up the store. Starting from the store front, visual merchandising helps in framing the store image in the minds of customer. In branded stores like brandmart, reebok, levis, reliance trend visual merchandising helps in setting both store image and brand image in the minds of customer. This paper deals exclusively with important techniques of visual merchandising .visual*

*merchandising starts from store entrance itself like displaying store name with bright colours or electronic display, inviting entrance and attractive window display with good theme. Visual merchandising is helpful for both retailers and customers. It helps the retailers to manage the merchandise in an effective manner. Visual merchandising not only entertains the customer inside the store it also helps the customers to educate about the product and self-select the product with proper display of products in shelves, end caps and signages which direct the customer inside the store which saves customers time.*

**Key Words**: Visual Merchandising, Visual Merchandiser, Window Display, End Caps

## Introduction

Visual merchandising helps in arranging and co-ordinating physical element in the store to create store image, create interest to the customers to buy the product, providing good shopping experience which reinforces customer satisfaction. External cues and internal cues are responsible for impulse purchase of the product. External cues like mannequin display, Internal display with props , fixtures and mannequin attracts the customer to make purchase decision. Internal cues like desires and feelings affect the customer purchase decision. In buying food in supermarket smell, look of the product evokes the emotion of the customer to buy the product. In some super markets micro merchandising is followed where retailers customizes the product arrangement inside the store according to the local market.

## Techniques of Visual Merchandising

## Technology

Technology nowadays plays a major role in visual merchandising. Technological advances leads to use of visual devices which gives information about the products and services offered by the store. Eg: KFC displays list of products offered by the store in bright screen with price of the products and LED TV displays the making of the product and products available in the store in attractive computers which allow customers to interact with them and place orders manner. In some high end apparel stores they take technology to high levels by providing kiosks with touch screen.

**End Caps**

Display for merchandise placed at the end of the aisle is called end caps. Products at end caps sell faster because it grabs more customer attention. Rotations of different products are placed at end caps grab more customer attention resulting in more sales when compared to products placed at normal shelves. Gondolas are horizontal space at the end of the aisle. End caps are basically divided into three sections

- ✓ TOP – eye-catching products
- ✓ MIDDLE –necessities are placed in middle( meat, potatoes, vegetables)
- ✓ BOTTOM- extra product stock.

Eye catching products and product to be purchased are generally placed in top of the display. End caps are mostly used for cross merchandising. Complementary products placed in gondolas attract more sales. Cross merchandising is done at end caps where related products are kept nearby which makes customer to purchase more products where they came to purchase a single product.

**Lighting**

Lighting is one of the most important elements of visual merchandising. Proper lighting provides a pleasing environment to the shoppers. Right lighting grabs the customer attention inside the store. Lighting with good combination of colours provide special ambience to the store. Lighting helps in setting the mood of the customers and to carefully inspect the product of purchase.Level of lighting influences the mood of the customers. Low level lighting influences the mood of the customers. Low level lighting prevents the customer from comparing the products and results in purchase decision. Most of the time high level lighting makes shopper uncomfortable. In some cases entire store may have mild lighting but suddenly if one place has bright light it catches the customer attention.

**Signage**

Signage is used to provide information to the customers. Though it is not the new concept, it is most important part of retail environment. It is very necessary to provide information to the customers because in this fast world customers don't have time to search. In amanora mall, pune digital signages are provided at the ground floor of the mall. Customers can find number and name of stores available in each floors which helps them to navigate to store easily.

Signage is present in lifts for the customers to have a look at information regarding store name present in each floors while they are moving in the lift. Signage is considered to be integral part of shopping environment as it is mode of communication to the customers. Signage adds visual ambience to the store and enhances the shopping environment.

**Interior Display**

Good interior display helps the customer to buy the product without assistance of sales person. Interior display mostly contains props. Props are display elements which are decorative or functional. Functional props like mannequins are used to hold the product. Interior display of the store should match with what it promised outside. Interior display not only displays the product in an attractive manner it also helps to introduce new product, trend and fashion message of the marketer.

**Window Display**

Window display is one of the key elements of retail communication strategy. Consumers generally derive information from the store windows. Customers get information like products sold by the store, its price, its quality and any special promotions by the store. A good window display with appropriate colour, light and theme creates pleasure for the onlookers and convert them into shoppers. Display window should be both informative and attractive. Window display is the first element which onlooker sees when they pass the store. Widow display converts onlookers into customers. Window display creates impact about the store. In apparel outlets mannequins in window display are neatly displayed with recent outfits to attract customers. Simple and neat display with attractive theme generally attracts customers rather than placing more items in the display.store related information and product related information are acquired from window display. Since information is available at store entry customers make decision whether to enter the store or not to enter the store at the entry itself. Customer may enter the store seeing the window display for the following reasons

- ✓ To acquire more information about the product
- ✓ To utilize the discount displayed at store front
- ✓ Consumer likeliness for the type of merchandise displayed at windows
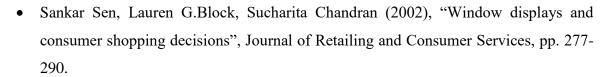- ✓ They like the image of the store created by its window display

**Colour**

Main purpose of colour in visual merchandising is attracting attention of customers. Bright and warm colours like yellow, red and orange attract customers while cool colours like blue and green do not attract customers more. Eg: A candy store sets display with warm colours at waist level to attract customers. Colours tend to emotionally affect customers. Colours tend to evoke the feelings of customers. Bright colour evokes excitement and cool colours evoke pleasing effect on the customers. Colours can associate easily with the business. Eg: girls and women's boutique can display its mannequin with pink colours which clearly shows that its women's store because pink is a colour which associates with women. Background colours should be taken into account while preparing the display. Too strong background colours will clash with the products in the display. Mild and pleasant background colours always help to focus the product on the display. If the product to be displayed is bright colour then neutral background will highlight the product. If the product to be displayed is light colour then bright background colour will highlight the product.

**Conclusion**

Visual merchandising is one of the important tool which helps in communicating stores fashion message to the customers. Visual merchandising through its attractive presentation of store and its merchandise makes customer to purchase the product without the help of sales person and build brand loyalty. Visual merchandising motivates the customer to spend more money inside the store. Visual merchandising helps the customer to spend more time inside the store by making the store interesting to the customers. If customer spends more time inside the store he or she makes more purchase. Visual merchandising also helps the retailers to push the unsought goods by its techniques like attractive display with good theme and background colours. Visual merchandising also helps the customers to educate about the product.

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