

A STUDY ON EFFECTIVENESS OF PROMOTIONAL STRATEGIES AT PROZONE MALL WITH REFERENCE TO VISUAL MERCHANDISING

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ABSTRACT : Visual Merchandising as a silent salesperson, as its tools does not speak but definitely convey their sales message through visual appeal. In order to fulfill the changing expectations of today's customers, retailers need to place greater importance on presentation of merchandise. The main objective is to find out the impact of visual displays in the store which causes to change the buying decisions of the customers and to assess and analyse the effectiveness of the visual merchandising efforts of the sellers in terms of notice ability, opinion and attractiveness to visit the store. For this purpose a sample of 150 was collected from the respondents were percentage analysis, chi-square analysis, One way Anova, Multiple regression and Kruskal Wallis test were used as tools to analyse the data. The conclusion is that maximum of the respondents said that they are purchasing dresses, Cosmetics, Hand bags / travel bags, Footwear, Watches / accessories, Electrical and Electronic goods, Groceries / provisions, Furniture and furnishings, Toys and Gift articles, Health and fitness equipment's and Parlors and the visual displays is not creating interest in the commodity with In store music / videos and recorded announcements and the company has to concentrate more towards these factors to increase the quality of visual display in future.

Keywords: Customers, Commodity and Visual displays.

INTRODUCTION

Long years ago, the sales promotion was understand that everything was left over after accounts for personal selling, public relations and advertising but subsequently sales promotion has been growing dramatically increasing dramatically and today the amount of money spent on sales promotion is higher than one other element of the communication or promotion mix. Organizations are shifting their motivation after traditional advertising to other marketing approaches and statement tools, in order to develop the devotion of consumers in the highly inexpensive market place. The process of encouraging a possible customer to buy the product is known as sales promotion. Generally the sales promotion is developed to use as a short-term tactic to boost sales. It is not actual design to build the long-term customer loyalty. (Tull man Mathew)

Every organization requires sales promotion and distribution to promote their product and services through their sales person. Sales promotions and distribution are playing a vital role in today's market. So that it is necessary to know how long the promotional activities made changes in customer's brain about the brand awareness. Then manipulating them to go for the products and services and also have to increase the creativity, utilization of technology in the distribution, sales promotions and quality Visual marketing is a practical, it is joined atmospherics approach to create a certain look, motivate to shopping behavior, properly display products and developed physical behavior. It is the creative display of produce and theatrical supports used as scene decoration in the store

STATEMENT OF THE PROBLEM

Visual displays of a store are intended to change the minds of consumer towards buying behaviour. But in real time it is always a question whether the visual displays and the amount spent on visual displays is really effective. Hence this study was undertaken to analyse their effectiveness in terms of conversion of attraction to interest, interest to desire and desire to action. By understanding this behaviour of shoppers, marketers can develop unique market offerings designed specifically to attract the patronage of consumers within this important segment. The main problem is that whether people are buying the product what they see in malls. In context to India very little research is done for this subject. These studies to resolve also provide understandings to retailers about which types of visual marketing that can influence consumer's compulsion ordering behaviors.

OBJECTIVES

- To define the demographic characteristics of the respondents.
- To analyse the general shopping behaviour of the respondents in shopping malls.
- To assess and analyse the effectiveness of the visual merchandising efforts of the sellers in terms of noticeability, opinion and attractiveness to visit the store.
- To identify the conversion of visual merchandising efforts to actual purchase.
- To offer suggestions to the study.

SCOPE OF THE STUDY

- The study is restricted to the city of Coimbatore.
- The study is restricted to individuals who do shopping in malls.

- To find out the impact of visual displays in the store which causes to change the buying decisions of the customers
- It is important to notice that Visual merchandising is involved in getting more visitors to stores.
- It is of immense importance which attracts customers towards impulsive buying in the store.

LIMITATIONS OF THE STUDY

In spite of detailed analysis made in the present study, this study is not free from the following limitations.

- The study is purely based on the views of 250 respondents only.
- The study has been confined to Coimbatore city only. So, the result may not be applicable to other areas.
- The study period is restricted only to six months.
- The result is fully drawn on the basis of information provided by the respondents. So it may lack authenticity.

RESEARCH METHODOLOGY

Area of the study : This study was carried out in the city of Coimbatore, which is the Manchester of South India.

Pilot study: Before carrying out the original study the pilot study was done. For this study, twenty respondents were selected randomly from the area of the study and they were asked to respond to the questions included in the questionnaire. This pilot study was carried out only for testing the validity and worthiness of the constructed

ANALYSIS AND INTERPRETATION

		Frequency	Percent
Gender	Male	70	46.7
	Female	80	53.3
	Total	150	100
Marital Status	Single	111	74
	Married	39	26
	Total	150	100
Age group	Below 20 years	25	16.7
	20 - 30 years	38	25.3
	30 - 40 years	10	6.7
	40 above	77	51.3
	Total	150	100
Education qualification	School level	33	22
	Graduates	52	34.7
	Post graduates	43	28.7
	Professionals.	22	14.7
	Total	150	100
Occupation	Student	1	0.7
	Employee	26	17.3
	Businessman	33	22
	Professionals	48	32
	Home maker	42	28
	Total	150	100
Monthly income	Below 10,000	59	39.3
	10,000 – 20,000	53	35.3
	20,000 – 30,000	15	10
	Above 30,000	23	15.3
	Total	150	100

questionnaire. From the pilot study, necessary changes has been done according to the respondents suggestions and structured questionnaire was prepared to investigate the objectives of the study and administered to the sample respondents.

Source of data: The data base of the study consists of both primary and secondary data that helped the researcher in systematic frame work of the study.

Primary Data: The primary data was collected through questionnaire which was prepared and administered by taking a sample of 250 respondents, comprising of different categories of respondents like students, employees, etc.

Secondary Data: The secondary data were collected from books, journals and magazines. Periodical information from different websites were also used for the study.

Sampling design: For the purpose of this study, the data were collected from 250 respondents by using convenience sampling technique.

Statistical tools used: Percentage analysis, Chi – square, One way anova, and Mann - Whitney test

VISUAL DISPLAYS	NO	%	NEUTRAL	%	YES	%
In store music / videos	22	14.7	22	14.7	106	70.7
Recorded announcements	10	6.7	18	12.0	122	81.3
Posters	16	10.7	17	11.3	117	78.0
Promo offers	13	8.7	28	18.7	109	72.7
Sign boards	25	16.7	27	18.0	98	65.3
Mannequins and other forms of display	19	12.7	17	11.3	114	76.0
Balloon decorations	12	8.0	9	6.0	129	86.0
Themes and special events	0	0	7	4.7	143	95.3
Celebrity visits / promotions	0	0	8	5.3	142	94.7
Dancing lights	26	17.3	12	8.0	112	74.7
People dressed as famous cartoon characters	8	5.3	10	6.7	132	88.0

NOTICED OR EXPERIENCED VISUAL DISPLAYS IN MALLS

Interpretation

The above table shows that 46.7% are male and 53.3% are female. 74% are single and 26% are married. 16.7% are from the age group of below 20 years, 25.35 are from the age group of 20-30 years, 6.7% are from the age group between 30-40 years, 51.3% are from the age group of 40 and above. 22% are from school level, 34.7% are graduates, 28.7% are post graduates, and 14.7% are professionals. 0.7% are students, 17.3% are employees, 22% are businessman, 32% are professionals and 28% are home makers. 39.3% are earning below 10,000, 35.3% are earning between 10,000-20,000, 10% are earning between 20,000-30,000 and 15.3% are

earning above 30,000.

Interpretation

The above table shows about respondents noticing and experiencing visual displays in malls. Out of 150 respondents maximum of the respondents are noticing In store music / videos (70.7%), Recorded announcements (81.3%), Posters (78%), Promo offers (72.7%), Sign boards (65.3%), Mannequins and other forms of display (76%), Balloon decorations (86%), Themes and special events (95.3%), Celebrity visits / promotions (94.7%), Dancing lights (74.7%) and People dressed as famous cartoon characters (88%).

VISUAL DISPLAYS CREATING INTEREST IN THE COMMODITY

VISUAL DISPLAYS	NO	%	NEUTRAL	%	YES	%
In store music / videos	87	58.0	32	21.3	31	20.7
Recorded announcements	106	70.7	19	12.7	25	16.7
Posters	27	18.0	53	35.3	70	46.7
Promo offers	32	21.3	38	25.3	80	53.3
Sign boards	35	23.3	19	12.7	96	64.0
Mannequins and other forms of display	30	20.0	11	7.3	109	72.7
Balloon decorations	9	6.0	7	4.7	134	89.3
Themes and special events	29	19.3	18	12.0	103	68.7
Celebrity visits / promotions	17	11.3	8	5.3	125	83.3
Dancing lights	13	8.7	41	27.3	96	64.0
People dressed as famous cartoon characters	23	15.3	13	8.7	114	76.0

Interpretation

The above table shows about visual displays creating interest in the commodity. Out of 150 respondents maximum of the respondents said that visual displays creating interest in the commodity with Posters (46.7%), Promo offers (53.3%), Sign boards (64%), Mannequins and other forms of display (72.7%), Balloon decorations (89.3%), Themes and special events (6.83%), Celebrity visits / promotions (83.3%), Dancing lights

(64%) and People dressed as famous cartoon characters (76%).

The respondents said that visual displays is not creating interest in the commodity with In store music / videos (58%) and Recorded announcements (70.7%).

CHI SQUARE ANALYSIS

GENDER OF THE RESPONDENTS * NOTICED OR EXPERIENCED VISUAL DISPLAYS IN MALLS

H0: There is no relationship between gender of the respondents and noticed or experienced visual displays in malls

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.810 ^a	10	.003

Interpretation

The above table shows about the relationship between gender of the respondents and noticed or experienced visual displays in malls were the level of significance is at 0.003 which is less than 0.05. It shows that there is a relationship between gender of the respondents and noticed or experienced visual displays in malls.

ONE WAY ANOVA

COMPARISION BETWEEN OCCUPATIONAL STATUS AND FACTORS RELATED TO VISUAL DISPLAYS

H01: There is a significant difference between occupational status and Noticed or experienced visual displays in malls

H02: There is a significant difference between occupational status and creating interest in the commodity

H03: There is a significant difference between occupational status and Visual displays creating a desire to purchase the product

H04: There is a significant difference between occupational status and Commodities purchased because of attractive displays

Descriptives

		N	Mean	Std. Deviation	F	Sig
Noticed or experienced visual displays in malls	Student	1	3.0000	.	0.730	0.573
	Employee	26	2.7173	.22458		
	Businessman	33	2.7288	.21229		

	Professionals	48	2.7150	.19044		
	Home maker	42	2.6852	.20494		
	Total	150	2.7120	.20486		
Visual displays creating interest in the commodity	Student	1	2.0000	.	0.533	0.711
	Employee	26	2.3496	.29491		
	Businessman	33	2.3442	.29827		
	Professionals	48	2.3704	.24023		
	Home maker	42	2.3324	.26452		
	Total	150	2.3479	.26871		
Visual displays creating a desire to purchase the product	Student	1	2.3600	.	0.212	0.932
	Employee	26	2.4823	.26353		
	Businessman	33	2.4933	.30033		
	Professionals	48	2.4750	.27711		
	Home maker	42	2.5195	.27081		
	Total	150	2.4920	.27544		
Commodities purchased because of attractive displays	Student	1	2.8200	.	2.060	0.009
	Employee	26	2.5323	.22531		
	Businessman	33	2.4600	.25566		
	Professionals	48	2.4010	.29250		
	Home maker	42	2.3843	.26127		
	Total	150	2.4349	.26872		

H01: There is a significant difference between occupational status and Noticed or experienced visual displays in malls as the level of significance is at 0.573 which is greater than 0.05.

H02: There is a significant difference between occupational status and creating interest in the commodity as the level of significance is at 0.711 which is greater than 0.05

H03: There is a significant difference between occupational status and Visual displays creating a desire to purchase the product as the level of significance is at 0.932 which is greater than 0.05

H04: There is no significant difference between occupational status and Commodities purchased because of attractive displays as the level of significance is at 0.009 which is lesser than 0.05 and the students have higher impact towards commodities purchased because of attractive displays.

MANN-WHITNEY TEST

Table 4.31 COMPARISION BETWEEN PLACE OF RESIDENCE OF THE RESPONDENTS AND FACTORS RELATED TO VISUAL DISPLAYS

Test Statistics ^a				
	Noticed or experienced visual displays in malls	Visual displays creating interest in the commodity	Visual displays creating a desire to purchase the product	Commodities purchased because of attractive displays
Mann-Whitney U	1084.000	1148.000	967.500	887.000
Wilcoxon W	9862.000	9926.000	1138.500	9665.000
Z	-.607	-.233	-1.283	-1.752
Asymp. Sig. (2-tailed)	.544	.816	.200	.080
a. Grouping Variable: Place of residence of the respondents				

Interpretation

The above table shows about the relationship between place of residence of the respondents and factors related to visual displays were there is a relationship between place of residence of the respondents and Commodities purchased because of attractive displays (0.080) as the level of significance is less than 0.05 and the person in rural area have higher impact towards commodities purchased because of attractive displays.

FINDINGS

- Maximum of the respondents are female.
- Most of the respondents are single.
- Maximum of the respondents are from the age group

of 40 above.

- Most of the respondents are purchasing a little more than the plan.
- Maximum of the respondents are noticing In store music / videos, Recorded announcements, Posters , Promo offers, Sign boards, Mannequins and other forms of display, Balloon decorations, Themes and special events, Celebrity visits / promotions, Dancing lights and People dressed as famous cartoon characters.
- visual displays is not creating interest in the commodity with In store music / videos and Recorded announcements.
- Maximum of the respondents said that visual displays creating a desire to purchase the product with In store music

- videos, Recorded announcements, Posters, Promo offers, Sign boards, Mannequins and other forms of display, Balloon decorations, Themes and special events, Celebrity visits / promotions, Dancing lights and People dressed as famous cartoon characters.
- Maximum of the respondents said that they are purchasing dresses, Cosmetics, Hand bags / travel bags, Footwear, Watches / accessories, Electrical and Electronic goods, Groceries / provisions, Furniture and furnishings, Toys and Gift articles, Health and fitness equipment's and Parlors. There is no significant difference between occupational status and Commodities purchased because of attractive displays and the students have higher impact towards commodities purchased because of attractive displays.
- There is no significant difference between occupational income and Commodities purchased because of attractive displays and the respondents earning above 30,000 higher impact towards commodities purchased because of attractive displays.
- There is a relationship between place of residence of the respondents and Commodities purchased because of attractive displays
- Impulse buying behavior through visual merchandising is more among the middle aged people. Marketers need to find the right blend and taste of those customers and should position them accordingly.
- More number of rural consumers is very specific about the colour and discounts and hence the branded apparel manufacturers need to study the trend of the merchandise movement in rural areas and should try to customize them based on their needs.
- Visual merchandising is of great importance. Customer who walks into the store with some product in mind may go for impulse purchase. Merchandise display should contain all the details of the product. It influences the overall shopping experience.

CONCLUSION

The conclusion is that maximum of the respondents said that they are purchasing dresses, Cosmetics, Hand bags / travel bags, Footwear, Watches / accessories, Electrical and Electronic goods, Groceries / provisions, Furniture and furnishings, Toys and Gift articles, Health and fitness equipment's and Parlors and the visual displays is not creating interest in the commodity with In store music / videos and recorded announcements and the company has to concentrate more towards these factors to increase the quality of visual display in future.

SUGGESTIONS

- Since the young generation are much influenced by advertising more of promotional advertisements including the offers need to be offered to the school and college going students and hoardings can be placed in nearby places where youngsters hang out often mainly during weekends.

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