

**STUDY ON INFLUENCE OF VISUAL MERCHANDISING ON NIFT DAMAN
STUDENT'S FASHION PURCHASING DECISIONS.****Isha Jain, Kenjale Avantika**

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ABSTRACT:

This research paper examines the influence of visual merchandising on the fashion purchasing decisions of NIFT Daman students. It specifically explores how product arrangement and categorization impact their shopping experience and ease of decision-making. The study also aims to understand their preferences and expectations regarding innovative visual merchandising techniques and how these influence their choices as fashion consumers. As students of a fashion-focused institution, NIFT Daman learners represent a unique group that is not only highly aware of design trends but also critical of retail strategies. This research investigates the effectiveness of visual merchandising in engaging such a knowledgeable audience, focusing on elements like product display, organization, and creative retail techniques. The findings aim to highlight the role of visual merchandising in enhancing the shopping experience and influencing purchasing behavior. The study also offers valuable insights for brands and retailers seeking to connect with young, fashion-forward customers through effective visual merchandising strategies.

Keywords:

Visual merchandising, Fashion purchasing decision, Window display, Consumer behaviour, Retail strategies, Young Consumers.

INTRODUCTION:

Visual merchandising is a crucial part of the shopping experience, especially in the fashion industry. It involves how products are displayed, arranged, and presented in stores to make them appealing to customers. Things like organized shelves, eye-catching displays, creative lighting, and unique layouts can make a big difference in how people view the brand and decide what to buy. As fashion students at NIFT Daman, we are not just regular shoppers; we are deeply involved in the world of fashion. Our understanding of trends, designs, and retail strategies makes us more aware of how visual merchandising influences our purchasing decisions. Whether it's a neatly arranged collection of clothes or an innovative store display, these elements can impact how easy it is to shop and how likely we are to buy something. This study focuses on how visual merchandising techniques affect our fashion purchasing decisions. It will look into how product arrangements and categorization make shopping more convenient and explore what we, as students, expect from innovative visual merchandising strategies. By understanding this, we can gain insights into the connection between creative displays and shopping behavior, especially for a young and fashion-driven audience like ours.

OBJECTIVES:

1. To study the impact of visual merchandising techniques on NIFT Daman students' fashion purchasing decisions.
2. To explore the influence of product arrangement and categorisation on the ease of shopping experience and purchasing decision of NIFT Daman students.
3. To understand the preferences and expectations of NIFT Daman students regarding innovative VM techniques and how these could influence their fashion purchase decisions.

LITERATURE REVIEW:

According to Dhiman et al. (August 2018), "Demographic factors such as age, income, and family structure significantly affect apparel buying behaviour. Young consumers, especially in the age group of 18-29, exhibit

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distinct buying patterns compared to older demographics. The rise in disposable income in emerging markets like India has resulted in increased consumption of branded apparel. Brands need to align their strategies to target these demographics effectively, recognizing their unique preferences for style, variety, and comfort." *According to Santosh, B. et al. (2017)*, "Fast fashion as a plan where the fashion retailers combine colorful strategies to meet request demand duly by assuring the right product is sold in order to appropriately fulfil market demand at the right place at the right time. Fast fashion always responds and create trends, new item in store almost at light speed while window transformation is typically 2 week." *According to Dr. Prathima et al. (2024)*, "The four crucial elements of visual retailing, which play a part in creating a unique client experience, are lighting; store design; and in-store decoration, interior design and display, all contribute to the creation of a particular customer experience, and lighting are the ones that complement the display presentation and interior design, the one with the greatest influence on customer satisfaction and sales after understanding the target market and brands can use abstract ideas and experimental results to develop product-specific products and make recommendations to customers." *According to Hemanth, Y. et al. (2017)*, "Study considers visual merchandising strategies for retail functions that use visual displaying aspects to elevate the overall look of the retail outlet. An image is actually much richer and offers clients both emotional and physical clues. It's really hard on retailers because all of them are out there just trying to make a buck and not building their brand. The study showed how display mechanism with relevant layout and design elements, that went in hand with the merchandise displayed can be used to attract customers and eventually enhance store's reputation." *According to Hefer et al. (2013)*, "Visual merchandising displays that use color and breathing space appeal to customers and enhance their shopping experience. Men look for signs, but women pay more attention to the entire shopping experience. Additionally, they observe inappropriate themes in clothing shop windows, which compromises the accuracy of the things on display." *According to Soundhariya, S. et al. (2015)*, "Retailers can boost sales by efficiently segmenting their product range, consumers, and brand through the use of visual merchandising. It includes encouraging purchases, establishing a positive business image, and arranging material elements to present a positive image. It is crucial for generating impulsive sales and customer-driven marketing. When the initial purchase leaves a lasting impression, recurring business follows." *According to Gauri Bhatia, M. et al. (2016)*, "Visual Merchandising is the art of showing products in an appealing way to draw in clients. It helps turn window shoppers into buyers by creating a pleasing environment in the store. Good design can keep customers interested and encourage buy. The article "Window display The new retail mantra" highlights the growing importance of window displays as a lively form of advertising, aimed at engaging customers for various themes or promotions." *According to Sharma, P. et al. (2019)*, "Teenagers who don't fit the fashion class standards may become depressed or purchase improper attire as a result of feeling awkward around stylish individuals. Their lifestyles are influenced by the media and fashion publications, which use advertising and promotional activities to sway their purchasing decisions. Teenagers frequently purchase celebrity-style clothing because they think it will shield them from bullying. Additionally, men are more active in the fashion industry and have a big influence there. Building brand-conscious consumers is a joint effort by both sexes." *According to Sonkar P, et al (May 2023)*, "The study explores fashion trends, sales, and brands in the industry, revealing how sales and content influence consumer behaviour. It emphasises the importance of visual merchandising for in-store experiences and the need for sales to establish relationships with young people." *According to Basha, A. and Shyam, R. (2021)*, "Window displays attract guests into stores and increase interest in the displayed products. Good lighting enhances visibility, while appealing color combinations and brand signage draw in guests. Music encourages shoppers to spend further time in the store. Effective visual retailing is pivotal for retailers in a global request."

RESEARCH METHODOLOGY:

Research Design:

This study investigates how visual merchandising influences the fashion purchasing decisions of NIFT Daman students through a quantitative descriptive approach. Data was collected via a Google Form survey with closed-ended questions (including Likert scales) and some open-ended questions for better comparison and analysis. Demographic details like age, gender, locality, and educational course were included to understand how different factors shape students' views on visual merchandising. Age is important because younger students (15–24 years) are more experimental and trend-focused, while older ones prefer practicality. Gender matters as women often notice creative details like lighting and colors, while men focus on ease of access and store

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organization. Locality affects exposure, with urban students familiar with modern displays, while those from semi-urban or remote areas lean toward traditional shopping styles. Using random sampling, the study surveyed 65 students out of the total 135, with a target sample size of 101 determined by Yamane's formula. Key variables analyzed were visual merchandising techniques (independent variable) and their importance in shopping decisions (dependent variable). Data was analyzed using SPSS software for demographic summaries and cross-tabulation to identify trends and relationships.

Data Analysis:

- **Demographics**

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-20	34	52.3	52.3	52.3
21-24	28	43.1	43.1	95.4
Above 25	3	4.6	4.6	100.0
Total	65	100.0	100.0	

Table no.1

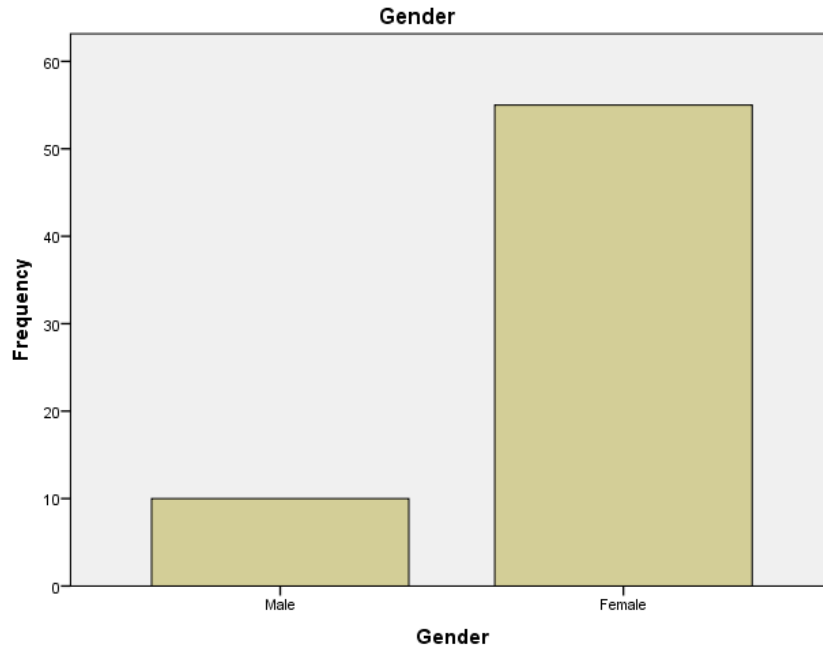
The table no.(1) presents the age distribution of the participants. The majority of respondents (34 participants) fall within the **15-20** age group, followed by **21-24** (28 participants), and the least number of participants (3) are in the **Above 25** age category. This indicates that most of the sample is concentrated in the younger age groups, with very few respondents above 25.

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	10	15.4	15.4	15.4
Female	55	84.6	84.6	100.0
Total	65	100.0	100.0	

Table no.2

This demographic table no (2) shows the gender distribution of the participants. Out of 65 respondents, 10 are male and 55 are female, with females making up the majority of the sample.



Locality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Urban	47	72.3	72.3	72.3
Semi-urban	17	26.2	26.2	98.5
Remote	1	1.5	1.5	100.0
Total	65	100.0	100.0	

Table no.3

The table no.(3) presents the distribution of participants based on their locality. The majority of respondents were from urban areas, comprising 47 individuals, followed by 17 participants from semi-urban areas. Only 1 respondent was from a remote locality. The total sample size consists of 65 participants.

In which course do you study

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid FP	23	35.4	35.4	35.4
TD	19	29.2	29.2	64.6
MFM	23	35.4	35.4	100.0
Total	65	100.0	100.0	

Table no.4

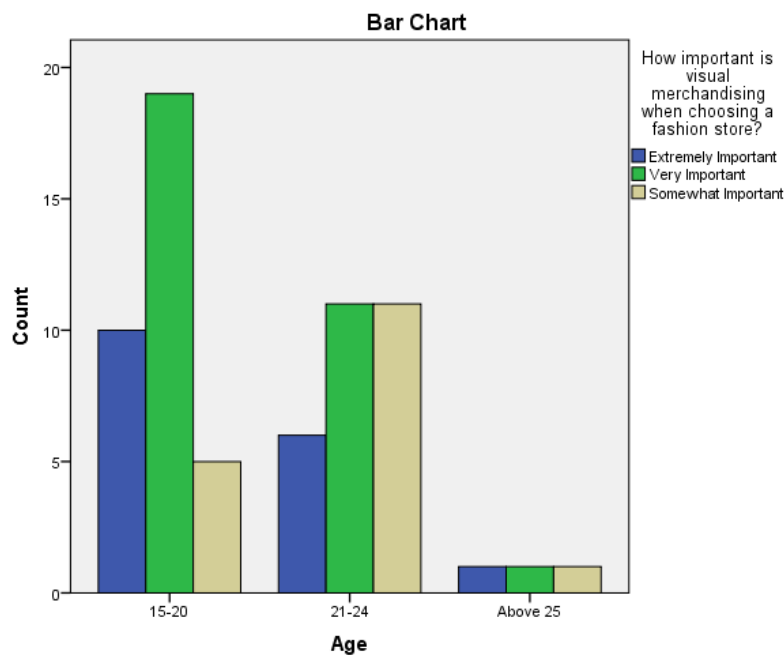
The table no.(4) presents the distribution of participants based on their course of study. There are three courses represented: **FP**, **TD**, and **MFM**. The number of participants in each course is evenly split, with **23** participants in **FP** and **MFM**, and **19** in **TD**. This distribution reflects a balanced representation across the three courses among the respondents.

● **Age-wise crosstabulation- importance of \ visual merchandising when choosing a fashion store-
Count**

		How important is visual merchandising when choosing a fashion store?			Total
		Extremely Important	Very Important	Somewhat Important	
Age	15-20	10	19	5	34
	21-24	6	11	11	28
	Above 25	1	1	1	3
Total		17	31	17	65

(Table 1.1 –importance of visual merchandising when choosing a fashion store)

In the table 1.1 Overall, 47.7% fashion students consider it very important, highlighting its strong impact on young shoppers. Table 1.1 shows that among (15-20 years) 29.4% fashion students find it Extremely Important, 55.9% fashion student find it Very Important, and 14.7% fashion student find it Somewhat Important. (21-24 years) 21.4% fashion student rate it Extremely Important, 39.3% fashion student find it Very Important, and 39.3% fashion student find it Somewhat Important. (Above 25 years) 1 each fashion students are evenly split across the three categories.



● **Age-wise crosstabulation- visual merchandising techniques catch student’s attention-
Count**

		Which visual merchandising techniques catch your attention?				Total
		Window Display	Lightning Effect	Color Coordination	All of the above	
Age	15-20	4	2	5	23	34
	21-24	4	4	2	18	28
	Above 25	0	0	0	3	3
Total		8	6	7	44	65

(Table 1.2 - visual merchandising techniques catch student’s attention)

In the table 1.2 data shows that "All of the Above" (Window Display, Lightning Effect, and Color Coordination) is the most impactful visual merchandising technique across all age groups, especially among respondents aged 15-24, emphasizing its universal appeal in attracting customer attention. Table 1.2 shows that in (15-20 years) age group 11.76% students prefer window display, 5.58% student prefer lightning effect, 14.71% students refer color coordination & 67.6% students prefer All of the above. In (21-24 years) age group 14.29% students refer window display, 14.29% prefer lightning effect, 7.14% prefer color coordination & 64.3% students prefer All of the above. (Above 25) Only 3 students, all chose All of the above. This highlights that a combination of techniques is the most effective across all age groups.

● **Age-wise crosstabulation- explore a store that changes its visual merchandising frequently**

Count

		Are you more likely to explore a store that changes its visual merchandising frequently?			Total
		Yes	No	It does not matter	
Age	15-20	23	3	8	34
	21-24	17	2	9	28
	Above 25	1	0	2	3
Total		41	5	19	65

(Table 1.3 - explore a store that changes its visual merchandising frequently.)

In the table 1.3 data shows that Overall, (63.1%) of respondents prefer stores with frequent visual changes, The table indicates that the majority of respondents, especially those aged (15-24), are more likely to explore a store that frequently updates its visual merchandising, highlighting its importance in driving customer interest. Table 1.3 indicate that, In age group (15-20) 67.65% says yes, 8.82% says no and 23.53% says it does not matter to explore a store that changes its visual merchandising frequently. In age group (21-24) 60.71% says yes, 7.14% says no and 32.14% says that it does not matter to explore a store that frequently changes its visual merchandising. In age group (Above 25) 33.33% says yes, 0% says no and 66.67% says it does not matter to explore a store that frequently changes its visual merchandising.

● **Age-wise crosstabulation- To recommend a fashion store with impressive visual merchandising to others**

Count

		How likely are you to recommend a fashion store with impressive visual merchandising to others?					Total
		Very likely	Likely	Neutral	Unlikely	Very unlikely	
Age	15-20	8	8	11	4	3	34
	21-24	5	7	10	5	1	28
	Above 25	0	1	0	1	1	3
Total		13	16	21	10	5	65

(Table 1.4 -To recommend a fashion store with impressive visual merchandising to others)

In the table 1.4 Overall, it shows that (ages 15-24) are more influenced by visual merchandising when recommending fashion stores, compared to those above 25. Mostly there are neutral respondents. The table 1.4 shows that in the age group (15-20) 23.53% says very likely, 23.53% says likely, 32.35% says neutral, 11.76% says unlikely, 8.82% says very unlikely for recommending a fashion store with impressive visual merchandising

to others. In the age group (21-24) 17.86% says very likely, 25% says likely, 35.71% says neutral, 17.86% says unlikely, 3.57% says very unlikely to recommend a fashion store with impressive visual merchandising. In the age group (Above 25) 0% says very likely, 33.33% says likely, 0% saying neutral, 33.33% says unlikely, 33.33% says very unlikely to recommend a fashion store with impressive fashion merchandising to others.

- **Gender-wise crosstabulation with regards to importance of visual merchandising when choosing a fashion store-**

		How important is visual merchandising when choosing a fashion store?			Total
		Extremely Important	Very Important	Somewhat Important	
Gender	Male	3	6	1	10
	Female	14	25	16	55
Total		17	31	17	65

(Table 2.1- importance of visual merchandising when choosing a fashion store.)

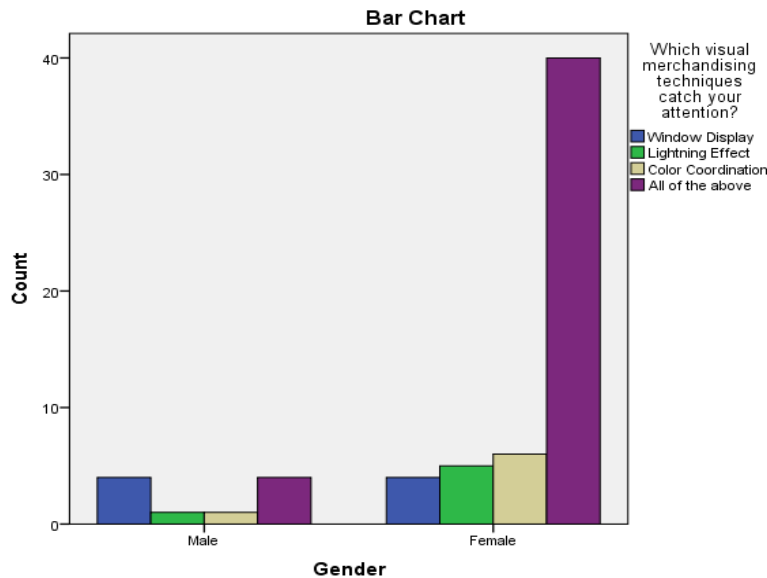
The table 2.1 shows that, overall 47.69% students visual merchandising is considered "Very Important" by the majority. The table no. 2.1 shows that, in males 30% says extremely important, 60% says very important, 10% says somewhat important when considering visual merchandising while choosing a fashion store. In females 25.45% says extremely important, 45.45% says very important, 29.09% says somewhat important, when considering visual merchandising while choosing a fashion store.

- **Gender-wise crosstabulation with regards to visual merchandising techniques catch student's attention-**

		Which visual merchandising techniques catch your attention?				Total
		Window Display	Lightning Effect	Color Coordination	All of the above	
Gender	Male	4	1	1	4	10
	Female	4	5	6	40	55
Total		8	6	7	44	65

(Table 2.2 - visual merchandising techniques catch student's attention)

In the table 2.2 data shows that, the majority (67.69%) fashion students preferred the use of All of the above. Window displays, lighting effects, and color coordination accounted for 12.31%, 9.23%, and 10.77% of total responses respectively. The table no. 2.2 shows that, Male respondents while preferring the VM techniques that catch their attention 40% says window display, 10% says lightning effect, 10% says color coordination, 40% says all of the Above. In females while preferring the VM techniques that catch their attention 7.27% says window display, 9.09% says lightning effect, 10.91% says color coordination, 72.73% says All of the above.



● **Gender-wise crosstabulation with regards to explore a store that changes its visual merchandising frequently-**

		Are you more likely to explore a store that changes its visual merchandising frequently?			Total
		Yes	No	It does not matter	
Gender	Male	6	3	1	10
	Female	35	2	18	55
Total		41	5	19	65

(Table 2.3 - explore a store that changes its visual merchandising frequently.)

In the table 2.3,(63.08%) students of all respondents says that they are more likely to explore a store with changing visual merchandising, while (29.23%) said it does not matter, and (7.69%) responded that it does not influence their decision. The table 2.3 shows that Among **male** respondents,(60%) indicated that they are more likely to explore a store that changes its visual merchandising frequently.(30%)stated they are not influenced by such changes, and 10% said it does not matter. For **female** respondents ,(63.64%) says that they are more likely to explore a store with frequently changing visual merchandising. (32.73%) felt that it does not matter, and only (3.64%) said it does not influence their decision.

● **Gender-wise crosstabulation with regards to recommend a fashion store with impressive visual merchandising to others-**

		How likely are you to recommend a fashion store with impressive visual merchandising to others?					Total
		Very likely	Likely	Neutral	Unlikely	Very unlikely	
Gender	Male	1	1	5	1	2	10
	Female	12	15	16	9	3	55
Total		13	16	21	10	5	65

(Table 2.4 -To recommend a fashion store with impressive visual merchandising to others)

In the table 2.4 Overall, (20%)fashion students of all respondents are very likely to recommend, (24.62%) are likely, (32.31%) are neutral, (15.38%) are unlikely, and (7.69%) are very unlikely to recommend a fashion store with impressive visual merchandising. The table 2.4shows that, among male respondents, (10%) said they are very likely to recommend, (10%) are likely, (50%) are neutral, (10%) are unlikely, and (20%) are very unlikely to recommend. Among female respondents, (21.82%) are very likely to recommend, (27.27%) are likely, (29.09%) are neutral, (16.36%) are unlikely, and (5.45%) are very unlikely to recommend.

● **Locality-wise Crosstabulation with regards to visual merchandising when choosing a fashion store-**

		How important is visual merchandising when choosing a fashion store?			Total
		Extremely Important	Very Important	Somewhat Important	
Locality	Urban	12	23	12	47
	Semi-urban	5	7	5	17
	Remote	0	1	0	1
Total		17	31	17	65

(Table 3.1 -visual merchandising when choosing a fashion store)

In the table 3.1 The majority of respondents, mainly in urban areas, see visual merchandising as a very important factor when selecting a fashion store. Overall, (26.15%) fashion students rated visual merchandising as extremely important, (47.69%) found it very important, and (26.15%) found it somewhat important when choosing a fashion store. In table 3.1 data shows that, in urban areas, (25.53%) respondents consider visual merchandising extremely important, (48.94%) consider very important, and (25.53%) think it is somewhat important when choosing a fashion store. In semi-urban areas, (29.41%) respondents find visual merchandising extremely important, (41.18%) consider it very important, and (29.41%) find it somewhat important. In remote areas, only 1 respondent rated visual merchandising as very important, with no responses for extremely important and somewhat important.

● **Locality-wise Crosstabulation with regards to visual merchandising techniques catch student’s attention-**

		Which visual merchandising techniques catch your attention?				Total
		Window Display	Lightning Effect	Color Coordination	All of the above	
Locality	Urban	5	5	5	32	47
	Semi-urban	3	1	2	11	17
	Remote	0	0	0	1	1
Total		8	6	7	44	65

(Table 3.2 visual merchandising techniques catch student’s attention)

In the table 3.2, the majority (67.69%) students chose All of the above. This suggests that combining multiple techniques is more effective in getting consumer attention. The table 3.2 shows that, among urban respondents, (10.64%)chose window displays, (10.64%) chose lighting effects, and (10.64%) chose color coordination. The majority, (68.09%) preferred a combination of all techniques. In the semi-urban group, (17.65%) chose window displays, (5.88%) selected lighting effects, and (11.76%) chose color coordination. A majority of (64.71%)

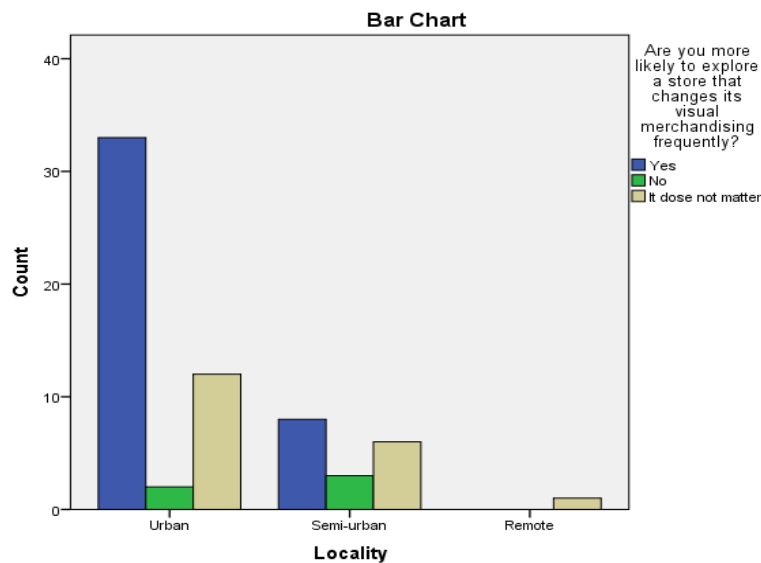
selected the combination of all techniques. For the remote group, the one respondent chose all of the above, indicating a preference for the combination of all techniques.

● **Locality-wise Crosstabulation with regards to explore a store that changes its visual merchandising frequently-**

	Are you more likely to explore a store that changes its visual merchandising frequently?			Total
	Yes	No	It does not matter	
Urban	33	2	12	47
Semi-urban	8	3	6	17
Remote	0	0	1	1
Total	41	5	19	65

(Table 3.3 to explore a store that changes its visual merchandising frequently)

In the table 3.3 among the 65 respondents, (63.08%) fashion students are likely to explore stores with frequently changing visual merchandising, with 70.21% of urban participants showing the highest preference. The table 3.3 shows that, among urban respondents, (70.21%) said they are likely to explore a store that changes its visual merchandising frequently, (4.26%) said they are not likely, and (25.53%) said that it does not matter to them. In the semi-urban group, (47.06%) are likely to explore a store with frequent visual merchandising changes, (17.65%) are not likely, and (35.29%) said it does not matter. The 1 participant from the remote group indicated that it does not matter.



● **Locality-wise Crosstabulation with regards to recommend a fashion store with impressive visual merchandising to others-**

	How likely are you to recommend a fashion store with impressive visual merchandising to others?					Total
	Very likely	Likely	Neutral	Unlikely	Very unlikely	
Urban	11	14	13	5	4	47
Semi-urban	2	2	7	5	1	17
Remote	0	0	1	0	0	1
Total	13	16	21	10	5	65

(Table 3.4 to recommend a fashion store with impressive visual merchandising to others)

In the table 3.4, (44.62%) fashion students are likely to recommend a fashion store with impressive visual merchandising. This shows that visual merchandising has a positive influence on recommendations, with most respondents considering it an important factor. The table 3.4 shows that, in urban areas (23.4%) are very likely to recommend such a store, (29.79%) are likely, (27.66%) are neutral. (10.64%), are unlikely, and 4 (8.51%) are very unlikely to recommend it. In the semi-urban areas, (11.76%) are very likely to recommend, (11.76%) are likely, (41.18%) are neutral. (29.41%) are unlikely, (5.88%) is very unlikely to recommend. The single respondent from the remote group indicated they are neutral.

● **Course-wise Crosstabulation with regards to importance of visual merchandising when choosing a fashion store-**

		How important is visual merchandising when choosing a fashion store?			Total
		Extremely Important	Very Important	Somewhat Important	
In which course do you study	FP	5	14	4	23
	TD	6	10	3	19
	MFM	6	7	10	23
Total		17	31	17	65

(Table 4.1 importance of visual merchandising when choosing a fashion store.)

In the table 4.1, Among the 65 respondents, (73.85%) students consider visual merchandising is very important when choosing a fashion store. This indicates that visual merchandising plays a key role in influencing students store selection decisions. The table 4.1 shows that, in FP students, (21.74%) consider visual merchandising extremely important, (60.87%) find it very important, and (17.39%) consider it somewhat important. In the TD group (31.58%) consider visual merchandising as extremely important, (52.63%) consider it very important, and (15.79%) find it somewhat important. In MFM students, (26.09%) consider visual merchandising extremely important, (30.43%) consider it very important, and (43.48%) consider it as somewhat important.

● **Course-wise Crosstabulation with regards to visual merchandising techniques catch student's attention-**

(Table 4.2 visual merchandising techniques catch student's attention)

		Which visual merchandising techniques catch your attention?				Total
		Window Display	Lightning Effect	Color Coordination	All of the above	
In which course do you study	FP	3	2	3	15	23
	TD	1	2	3	13	19
	MFM	4	2	1	16	23
Total		8	6	7	44	65

In the table 4.2, (67.69%) students are most attracted to a combination of all visual merchandising techniques. Table shows that the majority of students across all subjects are most interested in 'all of the above' in terms of a combination of window displays, lighting and color coordination. The table no. 4.2 shows that, among FP students, (13.04%) are attracted to window displays, (8.70%) to lighting effects, (13.04%) to color coordination, and the majority, (65.22%), are drawn to a combination of all techniques. For TD students, (5.26%) prefers

window displays, (10.53%) prefer lighting effects, (15.79%) are prefer color coordination, and (68.42%) are most prefer the combination of all techniques .MFM students show a preference for window displays with (17.39%), (8.70%) prefer lighting effects, (4.35%) is attracted to color coordination, and the highest number, (69.57%), prefer the combination of all techniques.

● **Course-wise Crosstabulation with regards to explore a store that changes its visual merchandising frequently-**

		Are you more likely to explore a store that changes its visual merchandising frequently?			Total
		Yes	No	It does not matter	
In which course do you study	FP	16	1	6	23
	TD	10	3	6	19
	MFM	15	1	7	23
Total		41	5	19	65

(Table 4.3 to explore a store that changes its visual merchandising frequently)

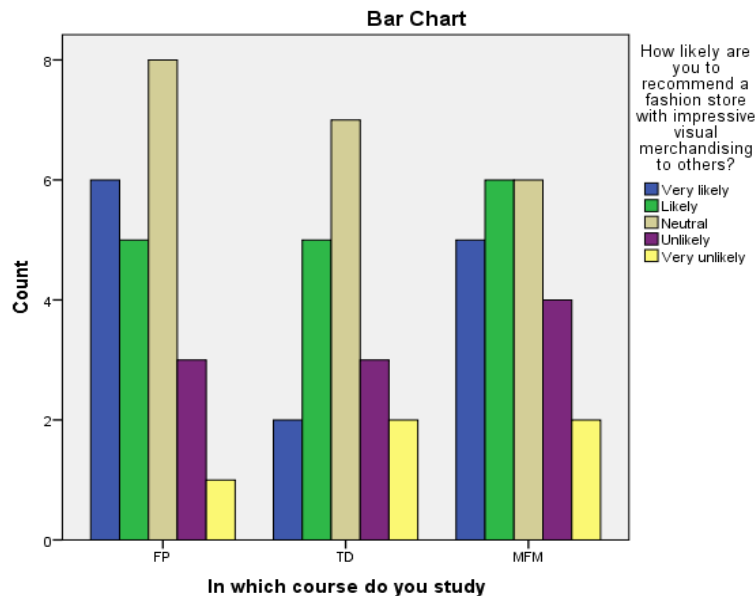
Table 4.3 shows that, (63.08%)of the respondents are more likely to search for stores with new products, indicating that visual beauty is an important factor to attract the customers. The table no. 4.3 shows that, among FP students, (69.57%) are likely to explore a store that changes its visual merchandising frequently, (4.35%) are not likely, and (26.09%) feel it does not matter. In the TD group,(52.63%) are likely to explore stores with frequent changes in visual merchandising, (15.79%) are not likely, and (31.58%) say it does not matter. InMFM students,(65.22%) are likely to explore stores that frequently update their visual merchandising,(4.35%) are not likely, and (30.43%) feel it does not matter.

● **Course-wise Crosstabulation with regards to recommend a fashion store with impressive visual merchandising to others-**

		How likely are you to recommend a fashion store with impressive visual merchandising to others?					Total
		Very likely	Likely	Neutral	Unlikely	Very unlikely	
In which course do you study	FP	6	5	8	3	1	23
	TD	2	5	7	3	2	19
	MF M	5	6	6	4	2	23
Total		13	16	21	10	5	65

(Table 4.4 to recommend a fashion store with impressive visual merchandising to others)

In the table no 4.4, (44.62%)students can recommend fashion stores with good sales due to strong customer satisfaction. The table 4.4 shows that, in FP students, (26.09%) are very likely to recommend, (21.74%) are likely, (34.78%) are neutral, (13.04%) are unlikely, and (4.35%) is very unlikely to recommend a store with impressive visual merchandising. For TD students,(10.53%) are very likely, (26.32%) are likely, (36.84%) are neutral, (15.79%) are unlikely, and (10.53%) are very unlikely to recommend such a store. Among MFM students, (21.74%) are very likely, (26.09%) are likely,(26.09%) are neutral, (17.39%) are unlikely, and (8.70%) are very unlikely to recommend a fashion store with impressive visual merchandising.



● **Improvements would you suggest to enhance the visual merchandising in fashion stores:**

Bright and ambient lighting should be combined to emphasise products and create a pleasant ambiance in order to build effective retail locations. Develop creative display strategies to draw clients and well-coordinated colour choices to improve visual impact. Digital elements can simplify inventory management and improve customer connection. Use visual storytelling to highlight product narratives and brand identities, and change displays frequently to reflect changing seasons. Add visual elements to the shopping experience, such as relaxing seating places, music, and enticing fragrances. Lastly, to keep the space neat and interesting, give regular display maintenance and employee training top priority.

FINDINGS:

- 55.9% fashion respondents find visual merchandising Very Important, when choosing a fashion store.
- "All of the Above" is the most successful visual merchandising strategy, especially with respondents aged 15 to 24. It frequently draws in customers.
- Stores with regular visual changes are preferred by 63.1% of respondents, especially those between the ages of 15 and 24, showing their significance in drawing in customers.
- Overall, it shows that (ages 15-24) are more influenced by visual merchandising when recommending fashion stores, compared to those above 25. Mostly there are neutral respondents.
- 45.45% female respondents say very important, when considering visual merchandising while choosing a fashion store.
- Majority 72.73% of female respondents say all of the above among the VM techniques that attract the attention, these are window display, lighting effect, color coordination.
- Male respondents 60% indicated that they are more likely to explore a store that changes its visual merchandising frequently.
- Male respondents 50%, are neutral to recommend a fashion store with impressive visual merchandising.
- In urban area, 48.94% respondents consider visual merchandising very important, when choosing a fashion store.
- In semi-urban area majority 64.71% respondents selected the combination of all techniques-which includes window displays lighting effects, color coordination.
- The 1 participant from the remote area indicated that it does not matter whether store changes its VM frequently.
- In the semi-urban area 41.18% respondents are neutral to recommend a fashion store with impressive visual merchandising.

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- FP majority respondents 60.87%, consider visual merchandising very important when choosing a fashion store.
- MFM respondents 69.57% are drawn to a combination of all techniques in terms of combination of window displays, lighting and color coordination.
- TD respondents 52.63% are likely to explore stores with frequent changes in visual merchandising.
- MFM respondents 26.09% are likely, to recommend a fashion store with impressive visual merchandising.

CONCLUSION:

The study emphasises how important visual merchandising is in influencing NIFT Daman students' fashion purchases, especially those in the 15–24 age range. The shopping experience is greatly improved and attention is drawn when strategies like window displays, lighting, and colour coordination are used well; ideally, a mix of all strategies is used.

The results show that keeping customers interested requires regular modifications to visual merchandising components, particularly for younger and urban populations. Furthermore, in a dynamic and trend-driven fashion market, students' great emphasis on aesthetically pleasing displays highlights how crucial it is to match retail strategies with consumer expectations.

In summary, this study highlights visual merchandising as an effective strategy that merchants can use to enhance client engagement, leave a lasting impression, and influence purchase decisions. Fashion merchants may guarantee everlasting engagement and commitment by using creative and customer-focused tactics that better connect with design-conscious and fashion-forward audiences.

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