

## INFLUENCES POP TOWARDS TEXTILES WITH SPECIAL REFERENCES TO INDIAN CONSUMERS WITH SPECIAL REFERENCE TO DELHI.

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### **POP Merchandising**

Point of purchase merchandising can be defined as everything the customer sees & feels- both exterior and interior environment and atmospherics- that creates a positive image of a business and results in attention, interest, desire and action on the part of the customer. It gives the business an edge over competition. Strategically used, visual merchandising can even create a brand identity, right image this leads to a sustainable positioning. It takes months of planning before a window is ready for display. It is the merchandise on display that makes money for a store. Visual merchandising is the arrangement of props, fixtures, mannequins and backdrop to influence a customer to enter the store and make a purchase. Merchandise fixtures help to show the merchandise to consumers besides playing a secondary role of aesthetic function. A new fashion season presents a fashion business with opportunities to freshen its store through new stock. Spring, summer, fall and winter determine the promotional calendar for developing themes for visual presentation. Spring merchandise often combined with spring flowers creates a refreshing feeling in the store. Fall trims rely on the perception of changing color of nature. The colors of orange with deep reds and yellow influence the trims used. There are many occasions when the visual presentation of goods changes. Displays changes weeks prior to Valentine day, Independence Day, Diwali celebration and Christmas (Sodhi, Kant 2013). In today's retailing environment visual merchandising plays a central rather a pivotal role of the retailers marketing strategy. Besides the window displays, which are clearly designed with the purpose to attract walking by consumers and encourage walk-ins, there are also in-store decorations that are designed to enhance the customer's comfort and convenience while shopping, and overall to offer the consumer a better shopping experience. Taking into account the importance of visual merchandising on retail businesses today, the single and most important reason for using visual merchandising displays is to engage and associate with them to *churn out desire* and inspire shoppers, to encourage them to buy more of the products the retailer is selling, to increase sales, make margin and generate a return on floor space. Therefore, each store/company tries to build and enhance its image and concept through visual presentations, which appeal to shoppers and ultimately transform them into customers by building brand loyalty and encouraging customers' buying behaviors.

### **Review Literature**

Karbarivar & Yaramadi 2013) The results indicated that the in-store from display (window display) has strongest buying behavior and the other factors have weaker effect, promotional approaches like cash discount, free products and credit card.

( Jain 2012) The author highlighted that the visual merchandising has a very high impact on consumer buying behavior. In this paper the sample size was 100 random sampling technique .Many women get influenced by visual merchandising. Majority of the women gets an idea of what to buy after looking through in-store from/mannequin displays. The study concluded that the apparel displayed on mannequins other store and in show window display has a significant impact on the purchase decision of women.

( Banerjee & saha 2012) This study revealed that the attitude and perception of customers towards impulse buying is largely shaped by the factors of visual merchandising cues of sight. In this paper the sample size was 100 random sampling techniques. While cues have only limited contribution on consumers buying behavior. Moreover, the study also found that the sound and touch also play significant role in determining the amount of time a customer spends in a store in a store and the result of increased time spend on the intention to purchase.

### **Important elements of pop merchandising**

Researcher personally feels that a good merchandised store is worth its weight in gold as it inspires, executes, educates and stimulates the customers, resulting in healthy sales. To further understand the role of visual merchandising let us elaborately look into its important elements. It is very important to be clear about this aspect because usually people think of only window display when they hear about visual merchandising. Window displays are only a small portion of what visual merchandising means to the store. The important Exterior and Interior Elements of Visual merchandising are as follows:

#### **Exterior Elements:**

The exterior design can be seen by customer, protects the interior by serving to transfer information to the shopper and it should look and feel right to him. The outside of the store must be eye-catching because by looking at the outside, the potential customer will out whether he wants to enter the shop or not.

### **Exterior signage, logo**

Signage is a critical part of interior display and point-of-purchase promotions. Store signage that communicates a sales message to the customer can make up for lack of sales personnel. A good point-of-purchase sign, properly placed acts as a salesperson without wages. Signs commonly advertise vendors, colors, styles, quality and prices. They can be used to explain customer benefit and describe merchandise features. Benefit sign or a combination of benefit and price, are of the most effective merchandising tools. A good sign provides the most information in the fewest possible words.

### **Marquees, Banners and Awings.**

**Marquees** are special type of sign used to display the name of the store. An effective marquee must stand out from the other business to attract attention.

**Banners** are used increasingly as an expensive but colorful eye-catching means of promotion. A new and interesting appearance can be offered by changing the banners frequently. Consumers will think exciting changes are taking place and will be drawn into the store. The design concept used on the banners will be more effective if an attempt is made to carry the colors and graphics throughout the store, and on promotional materials and newspapers advertising.

**Awings:** color and appeal can be added to a stores exterior with the use of awings. They provide the customer with protection from weather and makes viewing the window display more pleasant as it reduces the heat, cuts down on glare and reflection and prevents fading of the merchandise from exposure to the sun.

### **Window display**

Window display is more than just a display of wares. It is a unique form of advertising. It is the first contact point between the store and the customer. It defines the store and gives an idea of what the store is all about to the customer. It determines whether the customer will walk into the store or walk away from it. It is an effective tool to use when the image of the Store needs to be changed. Window display can be used as a means to portray seasonal merchandise. Window display can convey what age group or income group of customers the store caters to.

### **Interior Elements**

Selling space is the most important part of a store and therefore, efforts to utilize each square foot will help to maximize sales. One proven way to do this is through interior displays that effectively show merchandise to the customer.

**Store Layout:** The plan that allocates a specific location or space to each of the merchandise departments as well as each of the non-selling areas; e.g., Men's wear, women's wear, etc.

**Store Design:** The decorative style or décor used by the store to convey the image it wants to project to the customer. This includes a selection of wall-coverings, carpets, furnishings, shelves, dividers, pictures and planters. Employees working in this area are responsible for designing the store and presenting merchandise and fixtures in the store.

**Display Space:** Free spaces which are used for display, e.g., columns, ledges (built in shelves), platforms, islands, fascia (shelves used to hide recessed lighting), walls, shadow boxes and hangings.

### **Atmospheric—Fragrance, sounds, smell, props etc**

**Sound:**Indulging the sense of sound through pleasing music (in accordance with the merchandise and brand concept) is a must. At an apparel store for young adults, fashion shows on screens and tips by stylists can be aired in the store to help shoppers select clothes for themselves.

**Smell:**A pleasing smell always adds to the ambience of a store. A visual merchandiser while working in accordance to the retailer's details should always keep in mind the sense of smell of a shopper.

**Props:** A prop is something used with a product in a display that clarifies the function of the merchandise being sold or the story being told.

**Fixtures:**Goods can be effectively displayed on a variety of fixtures such as gondolas, tables, cubes, mannequins, waterfalls and other racks, display cases, and manufacturer point-of-purchase display.

**Lighting:**It's essential in calling attention to merchandise in a display. A shopper's eye is drawn automatically to the brightest item or area. Lighting treatment may be used to draw attention to part of the display area, a specific item in the display, or to coordinate parts of the total display area. It includes track lighting and accessories such as rope lights. It is

important to use proper lighting to make the product “pop” in the display. Incandescent spots are very effective here. Lighting needs to come from more than one direction for a balanced presentation.

### Principles of Visual Merchandising

#### There are 5 principles of Visual Merchandising

##### 1. Clarity

- The store image
- The structure of store
- The offering
- Merchandise

**2. Authority:** To display with authority is to show and tell the customer that the company believes in the merchandise that is being sold, this is attained by ensuring that the shop floor looks neat, clean, adequately stocked, well- coordinated.

**3. Discipline:** Ensuring presentation norms are being followed for. e.g. Merchandise should not touch the floor; there is a minimum of 4ft of circulation space for each fixture.

**4. Diversity:** The ability of merchandising various products in the same area, for e.g. coordinating top wear/ bottom wear/ accessories in focal point/ high point or on a wall and yet the display is harmonious.

**5. Flexibility:** Mixing merchandise and having different display configurations.

### Visual Merchandising - The Indian way

Today, we notice many Indian retail projects are being designed by international design firms, who apply their superior technology, techniques and methodology. Visual merchandising by international designers may be efficient but Indian designed features today have the advantage of reaching the soul of the consumers. Today it is trying to trigger the emotions of a consumer. Warm services are of importance in the Indian retail space as compared to an unassisted environment. This visual merchandising practice is designed keeping in mind the Indian consumer psyche. A visual merchandiser needs to also keep in mind the Vastu factor while designing the store as many Indian customers buy from a shop which is based on vastu. Today visual merchandisers are trying to understand the local consumers and their needs by providing local solutions, rather than simply following western guidelines in implementing their projects. Because it is noticed by the designers that India is a place of snake and ladder game- there are challenges that can set a retailer back by 40 squares, equally there are opportunities that can take a retailer right to the top of the heap. Dealing with India’s mix of challenges and opportunities needs a mix of flexibility and creativity, a good term to explain this is “Global Localization”, a sophisticated version of ‘Jugaad’ if there is a readiness to experiment and innovate to meet dramatically different local needs.

### Indian Market

In recent years, the total apparel market in India is calculated to be about Rs 20,000 crore. The branded apparel market size is nearly one fourth of this or Rs 5,000 crore. The organized market for designer apparel is about Rs 300-350 crore. At present, the largest sales turnover within the designer wear segment is about Rs 30 crore per annum, with many well-known names having turnovers of Rs 10-15 crore. Consumers for designer wear have a yearly household income of Rs 10 lakh-plus. There are 3.5 lakh such households in India. More than 81% of the population below 45 years of the age is fashion conscious. Many fashion designers and management experts foresee an average growth of about 10-12% for the Indian fashion industry in the coming years. Though, the growth rate could be more than 15%, if infrastructural and other logistical bottlenecks and drawbacks are overcome.

### Market Size

Apparel is the second largest retail category in India. There are a number of factors that have Contributed to a definite swell in apparel market size. The rising affluence of the middle class due to rising disposable income and strong per capita income have considerably helped the industry to move ahead from a commodity level garment purchasing to a life style or a branded level product.

The Indian apparel industry is estimated to be worth Rs. 3,270 billion in 2011-12 and is expected to grow at a compounded annual growth rate of 8.7 per cent till 2016. The growth would primarily be driven by the surge in demand for readymade apparels in semi-urban areas, rising income levels and youth population and increasing preference for branded apparel.

### **The Womens Apparel Market**

The INR 78, 500 crore (USD 14.4 billion) worth women's wear market contributes 38% of the total apparel market of India. The growth of this market is more rapid than the menswear market. With the relatively lower penetration of brands, and the growing disposable income of modern women, this segment has become the focus of many Indian and international brands.

### **Market Size and Growth Projection**

The women's wear segment comprises various categories that include sarees, salwar kameez, innerwear, blouse, winter wear, sleepwear, tops/shirts, trousers, skirts, denim, T-shirts, etc. Indian ethnic wear, which includes saree, salwar kameez, and blouse, is the biggest category within the segment with a 75% share of the entire women's wear market. The market is expected to grow at a CAGR of 9% for the next five years to reach a figure of INR 121, 400 crore (USD 22.3 billion) by 2017.

### **Consumer Preference**

**"Consumer preference" is a marketing term meaning a consumer likes one thing over another.** The individual consumer has a set of preferences and values whose determinations are outside the realm of economics. They are no doubt dependent upon culture, education, and individual tastes, among a plethora of other factors. The measure of these values in this model for a particular good is in terms of the real opportunity cost to the consumer who purchases and consumes the good. If an individual purchases a particular good, then the opportunity cost of that purchase is the forgone goods the consumer could have bought instead.

### **Significance of the Study**

- With increasing competition, retailers are striving to make their store attractive to their target market. The study will focus on different factors affecting buying behavior and preference of women during a purchase of their garments in Coimbatore. It will also be helpful to new entrepreneurs who are willing to start the business in women garments. It will also be helpful to new entrepreneurs who are willing to start the business in women garments. It would contribute to know more about the women's preference in fashion trends. The usage of visual merchandise always improves the image and sale of a retail outlet. However there are only few researches done in this aspect. This research attempts to find out the visual merchandising factors how it influences the women consumers towards apparel in Coimbatore.

### **Conclusion**

The apparel market is growing very quickly. The apparel stores should further more come up with programmes concerning various reference groups, develop product attributes as well as store attributes through which they could easily and accurately attract the consumers and offer service according to their need. The result of the study showed that visual merchandising is the art of presentation, which puts the merchandise in focus. It provides silent service for customers, helping them in finding their products more easily. The purpose of visual merchandising is to promote the sale of specific merchandise while reflecting the store image. Visual merchandising acts as a mute salesman enhancing sales. The results conclude that urban consumers preferred casual wear. The findings suggest that the consumers preferred saree under party wear, salwar kameez under formal wear and kurtis & tights. It is also observed that consumers buy clothes per their needs and requirements and they use both readymade and tailor-made clothes based on their convenience and choice. It is finally concluded that visual merchandising has become an important variable in the current scenario.

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