

**Smart Practices of Visual Merchandising in Rapidly Changing Life Style of
Customer in the New Age of Marketing**

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Abstract

The Aim of the Study is to Find out the Relationship between Smart Practices of Retailer and Rapidly Changing Life Style of Customer in Organised Retail Marketing in Uncertain Business World.

Hypotheses Formulated to test the Premise. The Period of Study is Six Months (From April 2019 to Sep 2019). The Research Based on Deductive Research Approach & Quantitative Research Approach. The Study based on Primary Data, which were collected from different Organised Retail Outlets of Patna. The Survey of 101 Respondents of Different Outlets of the Organized Retail Sector through a Questionnaire. The Study used Simple Random Sampling Technique. For the Describing & Analysing the Result, used Descriptive & Inferential Statistics to Arrive at Conclusion. The Data were Analysed by Linear Regression Analysis, ANOVA, Centre tendency, Pie charts, Frequency, Standard Deviation, Graph, Cross Tabulation, Percentage, Correlation to Summarize the Data. The Cronbach's Alpha Statistics used for Reliability Test to find out the Internal Consistency of Score. Validity Test is used to Analyse the Assumption Supported by the Finding or not. The Research revealed that Smart Practices of Retailer Influence the Customer Reach that leads to Competitive Edge.

Keywords: Smart Practices of Retailer, Changing Life Style of Customer, Competitive Edge

1. INTRODUCTION

Visual Merchandiser are willing to use various digital medium to attract customer to buy merchandise. as we know that there is cut throat competition after emergence of digitalisation and Globalisation in the Dynamic Organised Retail World. Retailers used Smart Visual Merchandising Practices as a tool not only Facilitate Deliver Better Customer Experience but also Helps Retailer in being Flexible in the Dynamic Life Style Customer in to order to a Better Customer Reach.

2. REVIEW OF LITERATURE

Gibson V. (2010). Innovative Display Creates an Environment which attract the Attention of Customer inside the Store in order to make Purchase. **Levy & Weitz, (2012)** Smooth Customer flow Influence Customer Purchase Decision and Improving Sound Relationship with Shoppers. **Mcewan H. (2010) Sen.et.al (2002)** Innovative Displays Which Would Influence Buying Decision and Improve Better Customer Experience.

3. RESEARCH PROBLEM

After the Globalization and Urbanisation, the Retailers are Facing Fierce Competition. The Retailers are uncertain about Smart Visual Merchandising Practices Because they don't know how Consumer responds

towards Smart Marketing of Visual Merchandising. As we know that, there is a Huge Amount of Money and Time Invested by the Retailers to Attract the Attention of the Consumer. The aim of the Study is to find out the Changing life Style of Customer Towards Smart Visual Merchandising Practices in Organised Retail Sector.

4.GAP IN KNOWLEDGE

The Review of Literature Shows that there are Various Research Papers from the Smart Visual Merchandising Practices Sector in the Different States of India but there is no Research Work done yet on various Organised Retail Stores of Patna to See the Impact of Smart Visual Merchandising Practices on Changing life Style of Customer

5. OBJECTIVE OF THE STUDY

- 1.To Find the Role of Visual Merchandising as Smart Marketing on Changing life Style of Customer
- 2.To Ascertain the Effect of Smart Visual Merchandising Practices on Perspectives of life Style of Customer

6.RESEARCH METHODOLOGY

The main objective of the study was as to identify and evaluate the Dynamics of consumers Buying Behaviour towards the Smart Visual Merchandising Practices. The Descriptive Research Design used for the Study. The Research Methodology is Designed to Investigate the Influence of Smart Visual Merchandising Practice on the Changing life Style of Customer. The Research Approach is Deductive and Quantitative in Nature. The Primary Data used for the Study.

6.1 DATA COLLECTION AND SAMPLING-In order to Investigate the Smart Visual Merchandising Practices on Changing life Style of Customer the within the age group of 15 years to 60 years and above were selected. The Primary Data were Collected from different Organised Retail Outlets of Patna through a questionnaire. There are 101 Samples of the Study Which Collected through Various Organised Outlets of Patna.

6.2 RESEARCH HYPOTHESES

H₁: There is a Significant Relationship between Bespoke Multimedia Display & Changing Life Style of Customer

H₂: Meet & Greet Station has a Significant impact on Changing Life Style of Customer.

H₃: There is a Significant Relationship Visitor Kiosk between & Changing Life Style of Customer.

6.3 VARIABLE FRAMEWOKE OF THE STUDY

How Variable of the Smart Visual Merchandising Influences the Changing Life Style of Customer.

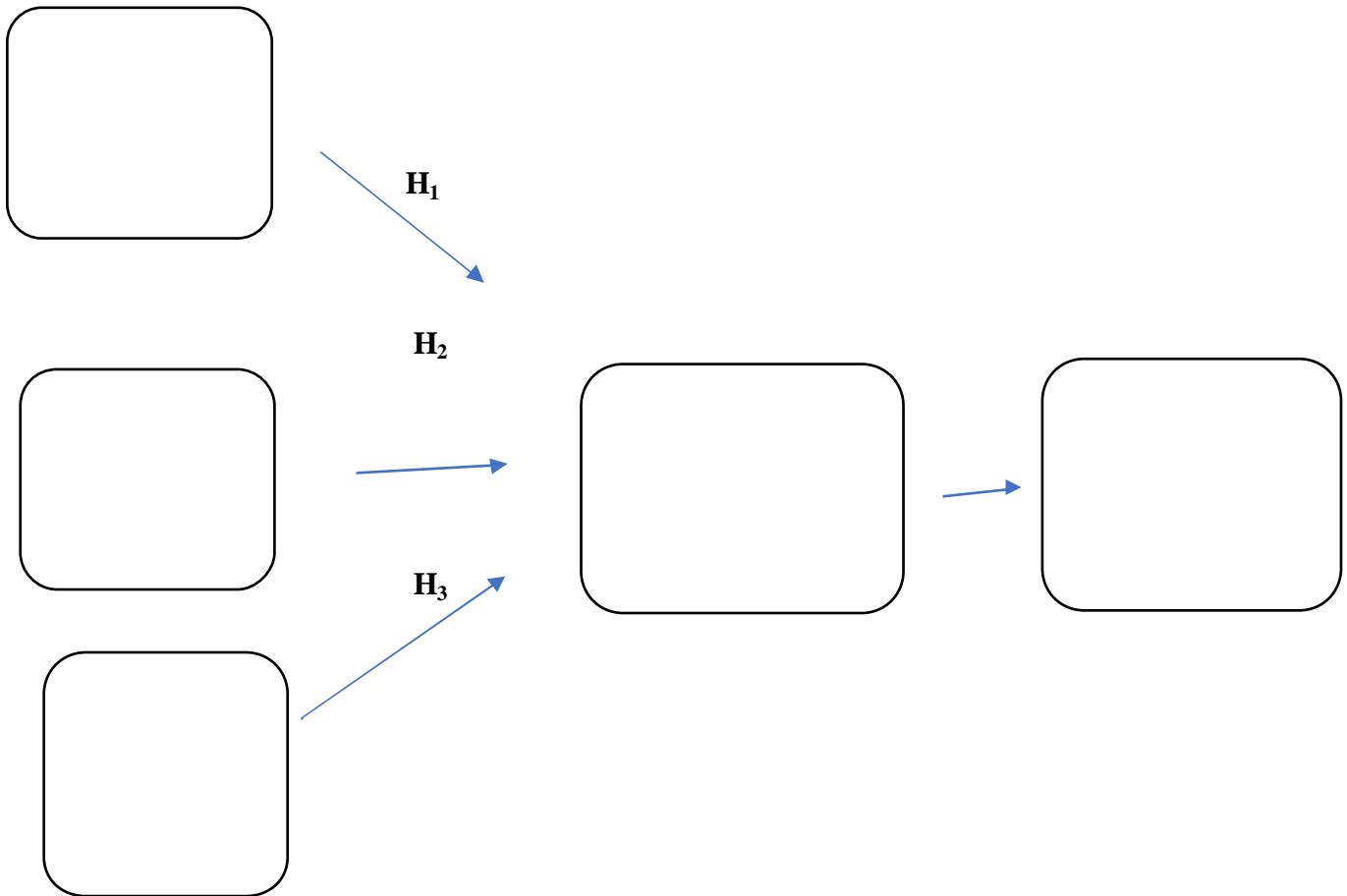


Figure 1. – Variable Framework of the Study

Self-Generated

Table 1. Frequencies Statistics of Variable of the Study

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Bespoke Multimedia Display	101	1	5	2.91	1.503
Meet & Greet Station	101	1	5	2.90	1.427
Visitor Kiosk	101	1	5	3.42	1.524
Valid N (listwise)	101				

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.911	3

From the above table, Frequencies Statistics Table shows that Mean, Median, Mode and Standard Deviation of each Variable of the Study

7. RELIABILITY ANALYSISQUESTIONNAIRE

From the above Table, Cronbach’s used to measure the Internal Consistency of the Score. The Cronbach’s Alpha .922 of 3 no of Variable which is highly significant in the study.

Table 3. Reliability Test of Study

Variable	Variance	Alpha value
Bespoke Multimedia Display	8.312	0.951
Meet & Greet Station	8.772	0.956
Visitor Kiosk	8.503	0.990

From the above table, the reliability test for all four variables was carried out using SPSS22.0. The Cronbach’s Alpha of the reliability test was 0.951 forBespoke Multimedia Display, 0.956 for the Meet & Greet Station, 0.990 forVisitor Kiosk. It means questionnaire is most reliable& significant.

8.SUMMARYOF HYPOTHESETESTING

Table 4. Summary of Hypotheses Testing

Hypothesis	R Square	P-value Asymp. Sig. P<.05	Result	Conclusion
H₁.Bespoke Multimedia Display	.860	.000	Accepted	Changing life Style of Customer influenced by Bespoke Multimedia Display
H₂.Meet & Greet Station	.867	.000	Accepted	Changing life Style of Customer influenced by Meet & Greet Station

H₃ Visitor Kiosk	.676	.000	Accepted	Visitor Kiosk Influenced the Changing life Style of Customer
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From the above table, the R-square (coefficient of determination) value of Bespoke Multimedia Display, Meet & Greet Station, Visitor Kiosk is 0.860, .867 & .676 respectively. It shows that all the model is fits for data. The P-value of all variables are .000 which is less than 0.05. It means that the all Variables are positively Influenced towards Changing life Style of Customer

9. VALIDITY TEST OF THE STUDY

Table 5. Correlations between Smart Visual Merchandising Practices and Changing life Style of Customer.

Correlations

		Smart VM	Dynamics of CB
Smart VM Practices	Pearson Correlation	1	.752**
	Sig. (2-tailed)		.000
	N	101	101
Dynamics of CB	Pearson Correlation	.752**	1
	Sig. (2-tailed)	.000	
	N	101	101

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the above table shows, the significant value is $r = 0.752^{**}$ So, it can be said that if the Smart Visual Merchandising Practices level will increase, then the Changing life Style of Customer will also increase with 75%. It means when the Smart Visual Merchandising Practices will increase, then will also increase Changing life Style of Customer in the shop.

10.DATA ANALYSIS

Table6. Demographic Profile of Respondents

Particular	Category	Frequency	%
Gender	Male	58	57.57%
	Female	43	42.45%
Age	15-30	43	42.57%
	31-45	30	29.70%
	46-60	20	19.80%
	60 and above	8	7.54%
Educational Qualification	Non-Matric	4	3.77%
	Intermediate	21	20.79%
	Graduation	35	34.65%
	Post-Graduation	25	23.58%
	Professionals	16	15.0%
Income	Up to 2 lac	25	23.58%
	200001-4 lac	36	35.64%
	400001-6 lac	28	27.72%
	600001 and above	12	11.32%
Occupation	Business Executives	21	20.79%
	Service Officer	19	17.92%
	Students	35	34.%
	Homemakers	14	13.20%
	Other	12	11.32%

From the above Table Summary of Respondents’ Demographic Profile, Majority of Respondents are Male with Significant Percentage of 57.57 % as Compared to the Female Respondents which only Consist of 42.45%.

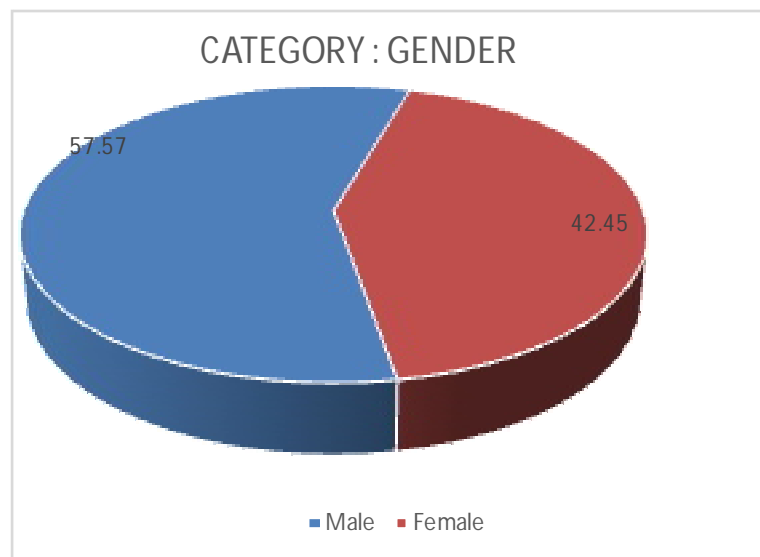
10.1. IMPACT OF SMART VISUAL MERCHANDISING PRACTICES ON GENDER

Table: 7 The percentage of the respondent based on Gender

Gender	Category	Frequency	%
	Male	58	57.57
	Female	43	42.45
	Total	101	100.0

SOURCE-SAMPLE SURVEY 2019(From Feb 2019 to Jun 2019)

Graph 1The percentage of the respondent based on Gender



Analysis: Based on the figure above, majority of the survey’s respondent are male with 57.57.% while the remaining with 42.45% is female. The purpose of the study to know the impact Smart Visual Merchandising Practices on Changing life Style of Customer

11.FINDINGS& CONCLUSION

- The Most Impactful Smart Visual Merchandising Practices element according to customers are Bespoke Multimedia Display, Meet & Greet Station & Visitor Kiosk.
- There is Profound Influence of Smart Visual Merchandising Practices on Changing life Style of Customer
- Most of the Customers visit here (about 36.79%) are having annual income 200001-4 lac
- Most of the customers (about 35.84%) of organised outlets belongs to students.
- Most of the visitors of outlets (about 41.50%) are belong to 15-30 age group.

12.RECOMMENDATION

- As per the Result, there is Profound Relationship between Changing life Style of Customer and Smart Visual Merchandising Practices in Dynamic World.
- The Study Reveals that the use of Bespoke Multimedia Display, Meet & Greet Station & Visitor Kiosk not only Provide Information and Save Times of the Customers but also give them more Satisfaction towards the Smart practices of Visual Merchandising.
- As per the Study, Retailers can be reduced the Risk and Uncertainty by the Smart Practices of Visual Merchandising.
- The Study is Suggested that Smart Visual Merchandising Practices not only Facilitate Deliver Better Customer Experience but also Helps Retailer in being Flexible in the Changing life Style of Customer in order to a Better Customer Reach.

13.LIMITATION OF THE STUDY

- Time Frame and Resource for the Study was a constraint.
- The Study was Confined in Patna.
- Apart from Smart Visual Merchandising Practices, other mediums like television, Newspaper, Sales Promotion Strategy & Need of Customer could be Influence the Dynamics of Consumer Behaviour.

14.CONTRIBUTION TO ADVANCEMENT OF EXISTING KNOWLEDGE

- The Research Findings contribute to a better understanding of Smart Visual Merchandising Practices and its influence their Organised Retail.
- It breaks the dilemma of Retailers in term of Smart Visual Merchandising Practices on Changing life Style of Customer.
- This Study reveals that the Smart Visual Merchandising Practices help in Providing better Customer Experience in Organised Retail Marketing
- The study helps Retailer in being Flexible in the Changing life Style of Customer in to order to a Better Customer Reach
- It helps to maximize the profit of a firm by reducing the risk and uncertainty in Dynamic world.
- The study enables retailers to gain competitive advantages by Smart Visual Merchandising Practices.

15.SCOPE FOR FURTHER STUDY

This Study Examined limited factors of Smart Visual Merchandising Practices affecting the Dynamics of Consumer Buying Behaviour in Dynamic world of Organised Retail. Further Research can be done on the impact of other elements of Smart Visual Merchandising Practices such as Floor Standing, I Pad, Free Standing Multi Media, Wall Mounted Touch Screen & Education Kiosk etc., Associated with the Life Style of Consumer Behaviour in the Indian context as well as International Context.

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