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Displaying an item effectively helps in the marketing of goods.

A place where the product is exhibited before a buyer.

Powerful display is very impressive young generation.

Lighting plays an important role in window display.

A place where the product is exhibited before a buyer.

An innovation in window display is definitely a real treat to the eyes.

Arranging goods in array helps the customer to view all the goods properly.

Window display is an effective way to grab the attention of the customers.

Colors and lighting used efficiently helps in retail marketing.

The display had a positive and significant effect on components of brand quality and strength.

Display has a positive and significant effect on components of brand quality and strength.

Globalizations visual sense at the point of purchase.

Globalizations visual sense at the point of purchase.
Effectiveness of Visual Merchandising:
A Study of Visual Merchandising as a promotional tool in Advertising and Marketing Communication.

Dear Respondent,

In connection with the above mentioned topic which has been selected for my research work, I request you to kindly go through the questionnaire attached and provide answers for them, which will further help me in arriving at a conclusion with regard to the said topic. Your honest response are extremely important for my study and I assure that your identity will not be revealed at any point of the research study.

Thanking you
QUESTIONNAIRE FOR CUSTOMERS

Visual Merchandising is the function of 'displaying' goods, to enhance the sale of merchandise and adds to the store image.

Age: 18  27  (   )
     28  37  (   )
     38  47  (   )
     48  57  (   )
     58 and above

Gender: Male (   ) Female (   )

Education: School/PUC (   )
           Graduate (    )
           P  G (    )
           Other (    )

Monthly Income: less than 10000 (   )
               10001 to 20000 (   )
               20001 to 30000 (   )
               30001 to 40000 (   )
               Above 400000 (   )

1. Do you ....................advertisements?
   a. Read advertisements (   )
   b. See advertisements (   )
   c. Hear advertisements (   )

2. Which you're most preferred medium of advertisement?
   a. Newspapers (   )
   b. Magazines (   )
   c. Radio (   )
   d. Television (   )
   e. Films (   )
   f. Outdoors (   )

3. What is the frequency of your shopping?
   a. Daily (   )
   b. Twice in a week (   )
   c. Once in a week (   )
   d. Once in a month (   )
   e. Occasionally (   )
   f. Rarely (   )

4. Where do you generally do your shopping?
   a. At malls (   )
   b. At departmental stores (   )
   c. At retail shops (   )
   d. At roadside (   )

5. Do you always visit one particular shopping store?
   Yes (   )
   No (   )
6. If yes, name your most frequently visited shopping store.
______________________________

7. Do you visit branded products only?
   Yes (   )
   No (   )

8. What are the other places you shop?
   A. other retail store (   )
   b. Others ____________________________

9. What do you look forward for in your favorite shopping store?
   a. Store image
   b. Convenience (store location, etc)
   c. Salesmanship and relationship with the salesman
   d. Variety of products
   e. Availability of discounts
   f. Others ____________________________

10. Who makes most of the purchasing decisions when it comes to your clothing?
    a. Myself (   )
    b. My parents (   )
    c. My spouse (   )
    d. Friends (   )
    e. Others (   )

11. Are you aware of visual merchandising?
    a. Yes
    b. No

12. What do you think visual merchandising is?
    a. Marketing strategy to attract customers (   )
    b. Enhancement of the store image (   )
    c. It is simply to create a buzz (   )
    d. waste of money. (   )

13. What do you think is the purpose of visual merchandising?
    a. Price of the merchandise (   )
    b. Quality of the merchandise (   )
    c. Build Store image (   )
    d. Promote Brand image (   )
    e. It is simply to attract people (   )
    f. To make stores attractive (   )

14. Do you think visual merchandising is all glitter and exaggeration?
    a. Yes (   )
    b. No (   )

15. Have you walked into a store impressed by its display even though there was no intention of buying?
    a. Yes many times (   )
    b. Sometimes (   )
    c. Never (   )
16. Do you end up in window shopping?
   a. Never ( )
   b. Always ( )
   c. Sometimes ( )

17. How do you feel about entering a store with a very elaborate and attractive display of goods?
   a. I feel it helps me to make better buying decision ( )
   b. It does not make much of a difference ( )
   c. It just adds on to the store value ( )

18. Which of the following in-store promotions are you aware of?
   a. In-store videos ( )
   b. Recorded announcements ( )
   c. Posters ( )
   d. Shopping bags ( )
   e. Mannequins and other forms of display ( )
   f. Collectables (e.g. calendars, pens, etc) ( )
   g. Themes and special events ( )

20. To what extent do you believe in visual merchandising?
   a. To a large extent ( )
   b. To some extent ( )
   c. Not at all ( )

21. Do you think VM just misleads you with catchy displays?
   a. Yes ( )
   b. No ( )
   c. Not always ( )

22. To what extent VM helps in marketing of products?
   a. To a great extent ( )
   b. To some extent ( )
   c. Not at all ( )

23. Have you ever purchased any product based on display?
   a. Yes ( )
   b. No ( )
   c. Some times ( )

24. VM talks about the quality of merchandise and helps the buyer
   a. Disagree
   b. Agree to some extent
   c. Totally agree

25. Do you consider VM as a brand accelerator?
   a. Yes to a great extent ( )
   b. Yes to some extent ( )
   c. No not at all ( )

26. Do you think VM is a waste of money for shopkeeper?
   a. Yes ( )
   b. No ( )
27. Do you think VM is responsible for mall culture?
   a. Yes (   )
   b. No (   )

28. Do you think VM has created unnecessary shopping habit?
   a. Yes (   )
   b. No (   )

29. Do you think VM adds on to the money you pay for the product?
   a. Yes (   )
   b. No (   )

30. Do you approve of VM?
   a. Yes (   )
   b. No (   )
   c. It's a necessary evil (   )

Thank you for your co-operation.
QUESTIONNAIRE FOR RETAILERS [Part-B]

Visual Merchandising is the function of 'displaying' goods, to enhance the sale of merchandise and add to the store image.

Name of the store: ____________________________

Nature of product sold: ____________________________

Please tick wherever applicable.

1. What exactly defines 'visual merchandising' for you?
   - Well displayed store merchandise
   - A store image or identity that is unique to your shop
   - A combination of various factors like lighting, colour, store ambience, attractive display, etc

2. Do you think strong visual merchandising contributes directly to more number of customers walking in to your store?
   - Yes
   - No

3. What do you expect as an outcome of visual merchandising at your store?
   - Pushing a product that has immense competition in the market
   - Establishing a unique store image
   - Attracting more customers
   - To disseminate timely fashion information about the latest/trendy clothes

4. Do you believe that what is seen by the customer is sold faster?
   - Yes
   - No

5. How often do you change your display?
   - Everyday
   - Once a week
   - Only on occasions like festivals, holidays, etc

6. What do you think is the most important aspect/s of a display?
   - Lighting
   - Colour co-ordination
   - Arrangement of merchandise
   - Use of unique mannequins

7. Do you practice Visual merchandising because-?
   - You believe it is essential
   - It enhances your sales
   - Your neighbor practices it, and you have to survive competition
   - All of the above
8. What do you think is the most effective way to sell merchandise?
   - An attractive display of merchandise
   - Offering discounts
   - Strong salesmanship

9. Is your store's visual merchandising done by professional merchandise planners or designers?
   - Yes
   - No
   If not, why?

10. What is the approximate budget you set aside annually for visual merchandising?

11. If you do the visual merchandising for your store, what are the basic things you would consider?
   - My display should look good
   - It should create a good store image and ambience
   - It should help make my store well organized, and less cluttered
   - It should enable easy viewing and access to all the merchandise available in the store

12. Which categories of products do you think visual merchandising is most suitable and feasible for?
   - Branded clothing
   - Unbranded clothing
   - Both branded and unbranded clothing, equally

13. What according to you are the limitations of visual merchandising?
   - It is expensive
   - It is time-consuming
   - Not possible for all stores
   - Needs professional expertise

14. Which media do you think has helped you achieve sales targets for your store?
   - Advertising through traditional media
   - Visual Merchandising
   - Salesmanship
   - Word-of-mouth advertising

15. In your opinion which of the following helps in selling the product?
   - Visual merchandising
   - In-store offer
   - Customers' financial level
   - All of the above