3. RESEARCH STATEMENT

These days’ marketers have become consumer centric means they are giving prime importance to consumer. Standard of living of Indian consumers is increasing with growing purchasing power and also there spending behavior is changing. Hence, consumer behavior becomes important and has to be studied. There are many external and internal factors that influence consumer spending behavior. Retailers constantly try to find out dimensions that impact consumers buying urges. On the basis of literature review it was found that visual merchandising is one of the factors that impacts consumer’s buying behavior. This study, therefore, has attempted to analyze impact of different dimensions of visual merchandising for different product categories on buying behavior of customers.

Hence, the study intended to investigate the impact of visual merchandising on consumer behavior for retail stores in selected product categories - furniture, apparels and electronics.

3.1 Research Objective

- To study the impact of visual merchandising on consumer attitudes and consumer response for retail outlets in selected product categories.
- To study consumer perception of different retail stores in selected product categories, in terms of visual merchandising through perceptual mapping.
- To study the contribution of visual merchandising in the buying process of a customer.