8. LIMITATION

On completion of this study, few limitations got realized, which can be taken care of during future research. This study was only restricted to Ahmedabad market. Researchers can carry out research on this topic for various cities of India. This will also help in understanding how visual merchandising techniques and type of merchandising itself differs across different cities of India. More retail outlets can be studied.

The research tool was quantitative in nature. In this survey method of research the questions were based on their recent experience as long as things did or did not influence their behavior. Qualitative research may bring different result. In fact researcher can also carry out causal research and test that whether the change in visual merchandising is actually affecting the sales of the store or not.

This study was conducted on five branded retail outlets of Ahmedabad for each product category. Now, many branded multi-store and exclusive or single store of the various brands that are national and international have been opened in the city which can be studied.

This research was cross-sectional where data is collected from the respondents at a specific point of time. It can be also conducted as longitudinal research where data or observations are collected repetitively of the same variable over the period of time. This might help in understanding the growth of visual merchandising.
9. RECOMMENDATION FOR FUTURE STUDY

This study included quantitative techniques including in-depth interview of the store managers or store merchandisers. In future this study can be conducted by using only qualitative techniques of research to find out views of customers regarding visual merchandising of store and how it affects their purchase behavior. This research can also be carried out using casual research to find out the impact on sales with change of visual merchandising of the store. There can be case based research as well for this kind of research. Using this technique will more apt insight regarding customers purchase behavior. The sampling technique that was used for research is mall intercept, in which the no bifurcation was made for customers who made a purchase from the store and for those who did not. Quota sampling, stratified simple random sampling or other techniques can also be used to undertake this result in future. This study was pertaining to if impacts of visual merchandising on consumer purchase/buying behavior. In future researchers can try other sampling technique to study this topic. Also they may consider only the customers who have purchased something from the store to find out if visual merchandising impacted it. This research was cross-sectional, in future longitudinal research can also be undertaken for similar study to understand buying behavior of consumers influenced by visual merchandising. It will also help to find out growth of visual merchandising.

There are many different product categories other than apparel, furniture and electronics on which this research can be carried out like footwear, FMCG, cosmetic, etc even for that matter movies. In future more product categories can be explored for studying this topic. Also this research can be undertaken to study purchase behavior of customer from organized and unorganized market and compare visual merchandising techniques used in both. In this research all the dimensions of visual merchandising were included to find out impact on purchase behavior. In future individual dimension or visual merchandising technique can be used to study impact of it on purchase behavior in detail. Like for apparel window display and mannequin can be studied separately. Individual dimension can be taken up in future and studied in-depth. Impact of signages on different product categories can be studied separately. Hence, for future research there is lot of scope for researcher to study. Individual demographic characteristics also can be studied in this type of research. In terms of apparel category, there are several fashion retail players that have entered market in single or multi brand retail. So this research can be carried out with these retail stores also. In future
researcher can also find out which retail outlet customers perceive to be good in terms of visual merchandising and connect it with the sales of the store.

Development of visual merchandising in retail can be studied across different states of India. Countries other than India have developed lot in terms of visual merchandising, so there can be a comparative research of visual merchandising techniques used in India and across the world. This research can also be carried out selective different demographical factors of people of the country. India as it is developing and FDI is also permitted in retail, this industry is going be become more competitive. Hence, this is an interesting topic to study for researchers who are inclined towards retail industry.