Appendix I

Dear Respondent,

I am a research scholar doing my Ph.D. at Department of Studies and Research in Management, Gulbarga University, Gulbarga. As a part of my doctoral research study, I am doing a survey on the topic “Impact of Visual Merchandising on Impulse Purchase of Apparel by Youth in Bangalore”.

I consider you as a valuable respondent for providing information needed for the study. Hence, I request you to kindly spare some time in filling the questionnaire. Your responses and suggestions will go a long way in enhancing the quality of my research and will contribute to the further development of the concept of Visual Merchandising.

I assure you that the information provided by you would be kept strictly confidential and would be purely used for the academic and research purposes only.

(Preeti Patil)

Questionnaire for Customer:

Section-1: Demographic questions

Please put a right mark ☑ in the block for ‘Yes’ responses:

1. Name: ______________________

2. Age:
   a. 16-20 years ( )
   b. 21-25 years ( )
   c. 25-30 years ( )
   d. 31-35 years ( )

3. Gender:
   a. Male ( )
   b. Female ( )

4. Occupation:
   a. Employed ( )
   b. Unemployed ( )
   c. Professional ( )
   d. Business/other ( )
   e. Student ( )

5. Marital Status:
   a. Single ( )
   b. Married ( )
6. Qualification:
   a. Intermediate ( )   b. Graduation ( )
   c. Post-Graduation ( )   d. Any other please specify__________

7. Income: (Individual Income Per month in Rs.)
   a. Below 10,000 ( )   b. 10,000- 25,000 ( )
   c. 26,000- 50,000 ( )   d. 51,000 and above ( )
   e. Dependent on parents/others income ( )

Circle the appropriate number. 1-Never: 2-Rarely: 3-Occasionally: 4-Often:

5-Always

Section-2: Impulse buying
1. I go shopping to change my mood. 1 2 3 4 5
2. I buy things spontaneously. 1 2 3 4 5
3. I feel a sense of excitement when I make an impulse purchase. 1 2 3 4 5
4. After I make an impulse purchase I regret. 1 2 3 4 5
5. I have difficulty controlling my urge of buying when I see a good offer. 1 2 3 4 5
6. When I see a good deal, I tend to buy more than what I intended to buy. 1 2 3 4 5
7. I carefully plan most of my purchases. 1 2 3 4 5

Section-3: Influence of window display
8. I tend to enter a store when I am attracted by an eye-catching window display. 1 2 3 4 5
9. I feel compelled to enter the store when I see an interesting window display. 1 2 3 4 5
10. I tend to choose the store to shop in depending on eye-catching window display. 1 2 3 4 5
11. I tend to buy the clothing which is on the window display. 1 2 3 4 5
12. A store’s window display helps me to know the latest fashion trends. 1 2 3 4 5
13. I usually look at the window displays to see what brands 1 2 3 4 5
14. I use window displays to get a general impression of the store.  

15. Before entering a store, I usually check out its window displays.

### Section-4: Influence of in-store form/mannequin display

| 16. I get an idea of what I want to buy after looking through in-store form/mannequin displays. | Never | Always |
| 17. When I see clothing featuring a new style or design on display, I tend to buy it. | 1 2 3 4 5 |
| 18. When I see clothing that I like on in-store form/mannequin display, I tend to buy it. | 1 2 3 4 5 |
| 19. I tend to rely on store displays when I make a decision to purchase clothing. | 1 2 3 4 5 |
| 20. I find mannequin displays useful for visualizing how the clothes would look on me. | 1 2 3 4 5 |

### Section-5: Influence of floor merchandising

| 21. When I see clothing that catches my eye I tend to try it on without looking through the whole section. | 1 2 3 4 5 |
| 22. When I walk along the aisle, I tend to look through the clothing close to me. | 1 2 3 4 5 |
| 23. I tend to try on clothing that catches my eye when I pass by. | 1 2 3 4 5 |

### Section-6: Influence of promotional signage

| 24. If I see an interesting promotional offer on in-store signs, I tend to buy. | 1 2 3 4 5 |
| 25. Sale/clearance signs entice me to look through the clothing. | 1 2 3 4 5 |
| 26. When I see a special promotional sign, I go to look at that clothing. | 1 2 3 4 5 |
| 27. I am more likely to make an unintended purchase if the clothing has a sale or clearance sign. | 1 2 3 4 5 |

Thank You
Acknowledgement from customer:

To Whom So Ever It May Concern

This is to confirm the meeting of Mrs. Preeti Patil with me on ________ for the purpose of survey as a part of her Ph.D. curriculum titled “A Study on Impact of Visual Merchandising on Impulse Purchase of Apparel by Youth in Bangalore”. We had a detailed discussion based on the questionnaire designed by her. We wish her all the best.

Signature: ________________
Appendix II

Questionnaire for Retailer:
Name of the Retail Firm/Co.: ______________________
Name of the Respondent: ______________________
Designation: ______________________
Category (if any): ______________________
No. of Years in Retail Field: ______________________
Male /Female: ______________________
Qualification: ______________________
Email Id.: ______________________

Please put a right mark ☑ in the block for ‘Yes’ responses:

Q1. As a Retailer how would you explain Visual Merchandising as?
   a. Displaying merchandise ( )
   b. Attracting customer ( )
   c. Planning and displaying ( )
   d. Creating magic to increase footfalls ( )
   e. Any other ______________________

Q2. Which parameter of Visual Merchandising is the most important as per you?
(Rank them, 1-most important to 6-least important)
   a. Space management ( )
   b. Use of colour and light ( )
   c. Theme displays ( )
   d. Mannequin and fixture planning ( )
   e. Windows and POP displays ( )
   f. Interior and exterior signage ( )
   g. Any other ______________________

Q3. How seriously is Visual Merchandising taken by Indian Retailers?
   a. Not taken seriously ( )
   b. Little seriously ( )
   c. Seriously ( )
   d. Very seriously ( )
Q4. What as per you is the most important element of the current Visual merchandising scenario in India and especially in Bangalore?

a. Attracting younger generation
   b. Creating right and stress free ambience
   c. Creating visual clutter
   d. Attaining International Standards
   e. Helps or simplifies the consumer buying process
   f. Any other

Q5. What are the common flaws you see in Visual Merchandising in the Indian Retail Outlet?

a. Complicated presentations
   b. Excessive use of props
   c. Cramped-up windows
   d. Use of too loud colours
   e. Unplanned fixtures
   f. Unscientific lighting
   g. Any other

Q6. Which is the most important requirement of Indian Retailers to strengthen and build effective Visual Merchandising strategies? (Any one)

a. Use of sensory retailing
   b. Use of props
   c. Use of theme displays
   d. Use of advance and creative fixtures
   e. Use of creative graphics and signage
   f. Any other

Q7. What must be the objective of an effective Visual Merchandising Strategy? (Rank them, 1- most important to 7 - least important)

a. Attracting more customers
   b. Attracting younger generation
   c. Simplifying consumer’s buying process
   d. Creating stress relieving ambience
   e. Increasing sales per square foot
   f. Increasing footfalls
g. Making product accessible to customers ( )
h. Any other _________________________________

Q8. What do you think is the future of Visual Merchandising in India?

________________________________________

________________________________________

Q9. How much do you think Indian retailers should allocate budget for Visual Merchandising activities?

a. Less than 1% of sales ( )
b. More than 1% of sales ( )
c. More than 2.5% of sales ( )
d. No budget ( )
e. Budget as per retailer’s wishes ( )
   (i.e. No specific amount any year)
f. Any other _________________________________

Q10. How do you quantify the results of Visual Merchandising activities?

a. Increase in sales turnover ( )
b. Increase in footfalls ( )
c. Increase in store image ( )
d. Decrease in early mark downs ( )
e. Increase in Sales per sq. ft. ( )
f. Increase in customer satisfaction and repeat purchase ( )
g. Increase in premium pricing strategy ( )
h. Decrease in cost on the front end staff ( )
i. Attracting more vendors ( )
j. Any other _________________________________

Q11. Which aspects of Visual Merchandising are appreciated by the Banglorean customers?

a. Graphics ( )
b. Window display ( )
c. Sensory retailing ( )
d. Mall ambience ( )
e. Broad aisles
f. More space

Q12. How important is Visual Merchandising for apparel Category?
a. Not important
b. Little important
c. Very important
d. Highly important

Q13. What changes would you like to see in the current projects for apparel category in India?
a. Better window display
b. Use of advance fixtures
c. Better counters
d. Use of larger than life windows
e. More trial counter and demonstration
f. Use of better lighting
g. Any other ______________________________________

Q14. How much do you think as a retailer the customer’s buying decision gets influenced by Visual Merchandising?
a. Very high
b. High
c. Medium
d. Low
e. No influence

Q15. What is Visual Merchandising for you as a retailer?
a. Additional cost
b. Compulsion
c. Aid to business
d. Aid to increase sales
e. Aid to attract customers

State Yes or No:

Q16. Elegant counters with Visual Merchandising strategies help to sell the merchandise faster.
a. Yes ( )
b. No ( )
If yes, please specify how

Q17. Apparel is the product which needs a good backup of lighting and fixtures to attract the customers.
    a. Yes  (  )       b. No  (  )
If yes, please specify why

Q18. There is a need of bringing in creativity in the fixtures used for apparel in Bangalore retail outlets.
    a. Yes  (  )       b. No  (  )
If yes, what

Q19. Retailers don’t mind spending money or keeping a good budget for Visual Merchandising as it gives good result in terms of increase sales per sq. ft.
    a. Yes  (  )       b. No  (  )

Q20. The target customers for apparel are generally from an elite group of society who like to shop in an elegant retail format.
    a. Yes  (  )       b. No  (  )
If yes, why

Q21. As a retailer, you believe that graphics and design in window display and at the counters are important aspects with which customers associate themselves while buying.
    a. Yes  (  )       b. No  (  )
If yes, how

Q22. Display of apparel with the help of props plays a wonderful role in increasing sales.
    a. Yes  (  )       b. No  (  )
If yes, how
Q23. Displaying the best range of apparel in a systematic and beautiful manner simplifies the buying process of customers.
   a. Yes ( )   b. No ( )
   If yes, how ________________________________

Q24. Interior and Exterior Signage make the customers buying more convenient.
   a. Yes ( )   b. No ( )
   If yes, how ________________________________

Q25. Visual Merchandising in Bangalore is touching the International Standards.
   a. Yes ( )   b. No ( )

Q26. It is very important to hire a Visual Merchandiser today to increase brand equity, loyalty and image.
   a. Yes ( )   b. No ( )

Q27. Techniques of visual Merchandising makes the customers feel happy and stress free and it also helps in increasing sales per square foot.
   a. Yes ( )   b. No ( )

   a. Yes ( )   b. No ( )

Q29. How far do you think that visual merchandising is cost effective?

__________________________________________________________________________________________

__________________________________________________________________________________________

__________________________________________________________________________________________

Thank You
Acknowledgement from the Retailer:

To Whom So Ever It May Concern
This is to confirm the visit of Mrs. Preeti Patil to our outlet on ____________ for the purpose of survey as a part of her Ph.D. curriculum titled “A Study on Impact of Visual Merchandising on Impulse Buying of Apparel by Youth in Bangalore City”. We had a detailed discussion based on the questionnaire designed by her. We wish her all the best for her endeavours and request her to share her findings with us for the benefit of the industry.

Signature: __________________________
Appendix III

LIST OF PUBLICATIONS

