Annexure – Part I -Questionnaires
The annexure contains the questionnaires used for the research, for each of the following groups:

- Retailers
- Dealers
- Visual merchandisers
- Consumers.

Information given to the respondent at the beginning of every Questionnaire.

Respected Sir / Madam,

I Mrs. Harmeet Kaur Bhasin from St. Andrew’s College, Bandra (west) am pursuing PhD. From S.N.D.T University under the guidance of Dr. Vidya Hattangadi. The title of my research is “Study of Visual Merchandising Practices in Retail Industry in Mumbai with special reference to Cosmetics & Perfumes.”

I request you to fill in the enclosed questionnaire for generating primary data on the same topic. Your responses and suggestions will go a long way in enhancing the quality of research and will contribute to the further development of the concept of Visual Merchandising.

I assure you that the information supplied by you would be kept in strict confidence & would be purely used for the purpose of establishing the hypothesis of the research.
Annexure -1 -Questionnaire for Retailers:

Name of the Retail Firm/Co. : ____________________
Name of the Respondent : ____________________
Designation : ____________________
Category (if any) : ____________________
No. of Years in Retail Field : ____________________
Male /Female : ____________________
Qualification : ____________________
Signature of the Respondent : ____________________
Contact No. and Email Id. : ____________________
Date of Interview : ____________________

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 & Displaying
   d) Creating Magic to Increase Footfalls
   e) Any Other _______________________________________________

Q2) Which Parameter of Visual Merchandising is the most important as per you?
   a. Space Management
   b. Assortment Planning
   c. Use of Music, Colour, Light and Perfume
   d. Simplifying Customers buying process
   e. Theme Displays
   f. Mannequins’ & Fixtures Planning
   g. Windows and POP Displays
   h. Any other Specify_______________________________________

Q3) How seriously is Visual Merchandising taken by Indian Retailers?
   a) Not taken seriously
   b) Little Seriously
   c) Seriously
   d) Very Seriously

Q.4) What as per you is the most important element of Current Visual Merchandising Scenario in India & especially in Mumbai?
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 colors
   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 & signage
   f) Keeping the merchandising in line with the store image
   g) Any other __________________________________________

Q7) What must be the objective of a good Visual Merchandising strategy? (Rank them)
   a) Attracting more Customers
   b) Attracting young generations
   c) Simplifying Customers buying process
   d) Creating stress relieving ambience
e) Increasing sales per Square foot

f) Increasing footfalls

g) Making product accessible to customers

h) Giving an International look and feel to customers

i) 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 that 2.5% of Sales

d) No Budget

e) Budget as per retailers wish

(I.e No specific amount any year)

f) Any other ____________________________________________

Q10) How do you quantify 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 & Repeat Purchase

g) Increase in Premium pricing strategy

h) Decrease in Cost on front end staff

i) Attracting more vendors

j) Any other ____________________________________________

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Q11) Which aspect of Visual Merchandising is appreciated the most by the Mumbai Customer?
   a) Graphics
   b) Window Display
   c) Sensory Retailing
   d) Mall ambience
   e) Broad Aisles
   f) More space

Q12) How important is Visual Merchandising for Cosmetics and Perfumes Category?
   a) Not Important
   b) Little Important
   c) Very Important
   d) Highly Important

Q13) What changes would you like to see in way projects for cosmetics & perfumes category are rolled out in India? (Rank them)
   a) Better Window Display
   b) Use of advance fixtures
   c) Better counters
   d) Use of larger than life windows
   e) More trial counter & demonstration
   f) Use of better lighting
   g) Any other ______________________

Q14) How much do you think as a retailer the customers 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.

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.</td>
<td>Elegant Counters with Visual Merchandising Strategies help to sell the product faster.</td>
<td>[ ]</td>
</tr>
<tr>
<td>17.</td>
<td>Cosmetics and Perfumes are the products which need good backup of lighting and fixtures to attract the customers.</td>
<td>[ ]</td>
</tr>
<tr>
<td>18.</td>
<td>There is a need of bringing in creativity in the fixtures used for Cosmetics and Perfume in Mumbai retail outlets.</td>
<td>[ ]</td>
</tr>
<tr>
<td>19.</td>
<td>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 square foot.</td>
<td>[ ]</td>
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<tr>
<td>20.</td>
<td>The Target Customers for Cosmetics and Perfumes are generally from elite group of society who likes to shop in an elegant retail format.</td>
<td>[ ]</td>
</tr>
<tr>
<td>21.</td>
<td>Music and Fragrance in the Retail Outlet plays an important role in increasing the sales of cosmetics and perfumes.</td>
<td>[ ]</td>
</tr>
<tr>
<td>22.</td>
<td>As a Retailer you believe that Graphics and Design in Window display and at the counters are the important aspects with which customers associate themselves and make a buying decision.</td>
<td>[ ]</td>
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<tr>
<td>23.</td>
<td>Display of cosmetics and perfumes with the help of Props plays a wonderful role in increasing sale.</td>
<td>[ ]</td>
</tr>
<tr>
<td>24.</td>
<td>Displaying the best range of Cosmetics and Perfumes in a systematic and beautiful manner simplifies the buying procedure of customers.</td>
<td>[ ]</td>
</tr>
<tr>
<td>25.</td>
<td>Interior and Exterior Signage makes the customers buying more convenient.</td>
<td>[ ]</td>
</tr>
<tr>
<td>26.</td>
<td>Visual Merchandising in Mumbai is touching the international standards.</td>
<td>[ ]</td>
</tr>
<tr>
<td>27.</td>
<td>As per the retailer it is very important to hire a Visual merchandiser today to increase brand equity, brand loyalty and brand image.</td>
<td>[ ]</td>
</tr>
</tbody>
</table>
Techniques’ of visual Merchandising makes the customers feel happy and stress free and it also helps in increasing sales per square foot.

29 Techniques’ of Visual merchandising helps in building up store image

30. What according to you are the social and ethical responsibilities of a retailer and a visual merchandiser towards the customer, consumer, shoppers and general public?

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

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

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

__________________________________________________________________________
Annexure -2 -Questionnaire for Dealers:

Name of Respondent : ___________________
Designation : ___________________
Male /Female : ___________________
Company/Brand : ___________________

Product
A) Cosmetics
B) Perfumes
C) Cosmetics and Perfumes

Qualification : ___________________
Signature of the Respondent : ___________________
Contact No. And Email Id. : ___________________
Date of Interview : ___________________

Q3) Mention Few Prime Outlets where Your Cosmetics and Perfumes Brands are available in Mumbai.

<table>
<thead>
<tr>
<th>Product</th>
<th>Brand</th>
<th>Outlet in Mumbai</th>
<th>Price</th>
<th>Mention the ml</th>
<th>Turnover per month (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

Please put a right mark in the block for yes responses

Q1) How would you explain Visual Merchandising as?
   a) Displaying Merchandise
   b) attracting Customer
   c) Planning & Displaying
   d) Creating Magic to Increase Footfalls
   e) Any Other ___________________________________________________________
Q2) Which Parameter of Visual Merchandising is the most important as per you?

a) Space Management
b) Assortment Planning
c) Use of Music, Color, Light and Perfume
d) Simplifying Customers buying process
e) Theme Displays
f) Mannequins’ & Fixtures Planning
g) Windows and POP Displays
h) Any other Specify_______________________________________

Q3) How seriously is Visual Merchandising taken by Indian Retailers?

a) Not taken seriously
b) Little Seriously
c) Seriously
d) Very Seriously

Q.4) What as per you is the most important element of Current Visual Merchandising Scenario in India & especially in Mumbai?

a) Attracting young generation
b) Creating right and stress free ambience
c) Creating Visual Clutter
d) Attaining International Standards
e) Helps or Simplifies consumer buying process
f) More creative than International features
g) Any other _________________________________

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

a) Complicated Presentation
b) Excessive use of props
c) Cramped up windows
d) Use of too loud colors
e) Unplanned fixtures
Q6) Which is the most important strategy of Indian Visual Merchandisers to strengthen and build effective Brand Image? (Any 1)
   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 & signage
   f) Keeping the merchandising in line with the store image
   g) Any other___________________________________________________

Q7) What must be the objective of a good Visual Merchandising strategy? (Rank them)
   a) Attracting more Customers
   b) Attracting young generations
   c) Simplifying Customers buying process
   d) Creating stress relieving ambience
   e) Increasing sales per Square foot
   f) Increasing footfalls
   g) Making product accessible to customers
   h) Giving an International look and feel to customers
   i) Any other___________________________________________________

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

f) Unscientific lighting

Q6) Which is the most important strategy of Indian Visual Merchandisers to strengthen and build effective Brand Image? (Any 1)
   a) Use of sensory Retailing
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   g) Any other___________________________________________________

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   i) Any other___________________________________________________

Q8) What do you think is the future of Visual Merchandising in India?
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________
Q9) As a dealer how much do you think should be the budget of 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 retailers wish
      (i.e. No specific amount any year)
   f) Any other ________________________________

Q10) How do you quantify 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 & Repeat Purchase
   g) Increase in Premium pricing strategy
   h) Decrease in Cost on front end staff
   i) Attracting more vendors
   j) Any other ________________________________

Q11) Which aspect of Visual Merchandising is appreciated the most by the Mumbai Customer? (Any 1)
   a) Graphics
   b) Window Display
   c) Sensory Retailing
   d) Mall ambience
   e) Broad Aisles
   f) More space
Q12) How important is Visual Merchandising for Cosmetics and Perfumes Category?
   a) Not Important
   b) Little Important
   c) Very Important
   d) Highly Important

Q13) What changes would you like to see in way projects for cosmetics & perfumes category are rolled out in India? (Rank them)
   a) Better Window Display
   b) Use of advance fixtures
   c) Better counters
   d) Use of larger than life windows
   e) More trial counter & demonstration
   f) Use of better lighting
   g) Any other _______________________________

Q14) How much do you think the customers 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 Dealer.
   a) Additional Cost
   b) Compulsion
   c) Aid to Business
   d) Aid to increase sales
   e) Aid to attract customers
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<td>There is a need of bringing in creativity in the fixtures used for Cosmetics and Perfume in Mumbai retail outlets.</td>
<td>YES</td>
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<tr>
<td>19.</td>
<td>Manufacturers and Dealers don’t mind spending money or keeping a good budget for Visual Merchandising as it gives good result in terms of increase sales per square foot.</td>
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<td>20.</td>
<td>The Target Customers for Cosmetics and Perfumes are generally from elite group of society who likes to shop in an elegant retail format.</td>
<td>YES</td>
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<td>21.</td>
<td>Music and Fragrance in the Retail Outlet plays an important role in increasing the sales of cosmetics and perfumes.</td>
<td>YES</td>
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<tr>
<td>22.</td>
<td>Graphics and Design in Window display and at the counters are the new trend with which customers associate themselves and make a buying decision.</td>
<td>YES</td>
</tr>
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<td>23.</td>
<td>Display of cosmetics and perfumes with the help of Props plays a wonderful role in increasing sale.</td>
<td>YES</td>
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<td>24.</td>
<td>Displaying the best range of Cosmetics and Perfumes in a systematic and beautiful manner simplifies the buying procedure of customers.</td>
<td>YES</td>
</tr>
<tr>
<td>25.</td>
<td>Visual Merchandising saves the product from early mark downs and helps the Dealer to locate and clear slow moving products.</td>
<td>YES</td>
</tr>
<tr>
<td>26.</td>
<td>Exterior and interior signage makes the customers buying more convenient.</td>
<td>YES</td>
</tr>
<tr>
<td>27.</td>
<td>Visual Merchandising in Mumbai is touching the international standards.</td>
<td>YES</td>
</tr>
<tr>
<td>28.</td>
<td>The Malls owners and Retailers generally co-operate in handling your visual merchandising projects</td>
<td>YES</td>
</tr>
<tr>
<td>29.</td>
<td>Being the vendor dealing in fashion products, you are able to get a prime position in the malls.</td>
<td>YES</td>
</tr>
<tr>
<td>30.</td>
<td>It is very important to hire a visual merchandiser today to increase brand equity, brand loyalty and brand image.</td>
<td>YES</td>
</tr>
<tr>
<td>31.</td>
<td>VM makes the customers feel happy and stress free and it also helps in increasing sales per square foot.</td>
<td>YES</td>
</tr>
<tr>
<td>32.</td>
<td>Techniques’ of Visual merchandising helps in building up store image</td>
<td>YES</td>
</tr>
</tbody>
</table>
Annexure -3 -Questionnaire for Visual Merchandisers:

Q1) For Visual Merchandisers

Name : _______________________
Designation : _______________________
Category : _______________________
Company/Brand : _______________________
No. of Years in V.M Field : _______________________
Male/Female : _______________________
Marital Status : _______________________
Qualification : _______________________
Annual Income /Income per project : _______________________
Signature and Date : _______________________
Contact No. : _______________________
Email Id. : _______________________

Q2) For the Visual Merchandising / Retail Design Firms:

Name of the firm : _______________________
Name of the respondent : _______________________
Designation of the respondent : _______________________
Qualification : _______________________
International Clients : _______________________
Indian Clients : _______________________
Fees per Project : _______________________
Annual Income of the firm : _______________________
Best Indian Project : _______________________
Signature of the respondent/seal

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Please put a right tick in the block for Yes responses

Q3) To you what Visual Merchandising is all about
   a) Displaying Merchandise
   b) Attracting Customer
   c) Planning & Displaying
   d) Creating Magic to Increase Footfalls
   e) Any Other

Q4) Which Parameter of Visual Merchandising fascinates you the most?
   a) Space Management
   b) Assortment Planning
   c) Use of Music, Color, Light and Perfume
   d) Simplifying Customers buying process
   e) Theme Displays
   f) Mannequins’ & Fixtures Planning
   g) Windows and POP Displays
   h) Any other
   Specify___________________________________________________________

Q5) How seriously is Visual Merchandising taken by Indian Retailers?
   a) Not taken seriously
   b) Little Seriously
   c) Seriously
   d) Very Seriously
Q.6) What do you think about Current Visual Merchandising Scenario in India & especially in Mumbai?

a) Attracting young generation
b) Creating Stress free ambience
c) Creating Visual Clutter
d) Attaining International Standards
e) Helps or Simplifies consumer buying process
f) More creative than International features
g) Any other ________________________________

Q7) 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 colors
e) Unplanned fixtures
f) Unscientific lighting
g) Anyother ________________________________

Q8) What should Indian Retailers do to strengthen and build effective Visual Merchandising strategies?

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 & signage
f) Keeping the merchandising in line with the store image
g) Any other ________________________________
Q9) What must be the objective while creating a Visual Merchandising strategy?
   a) Attracting more Customers
   b) Attracting young generations
   c) Simplifying Customers buying process
   d) Creating stress relieving ambience
   e) Increasing sales per Square foot
   f) Increasing footfalls
   g) Making product accessible to customers
   h) Giving an International look and feel to customers
   i) Any other ________________________________

10) What do you think is the future of Visual Merchandising in India?
    __________________________________________________________________________

Q11) What are the challenges & pressures Visual Merchandising face in planning and delivering projects?
    a) Small budget
    b) Less space
    c) Less time
    d) Competitors strategy
    e) Competing International features
    f) Dealing with private labels
    g) Malls rules, limitations & procedure
    h) Social ethics
    i) Political Constrains
    j) Increasing pressure to lower cost per Sq.ft.
    k) Any other_________________________________________________________________
Q12) What has been the effect of the recession in past on V.M. projects?

a) Small budget
b) Decrease in sales
c) Increase in Cost
d) High Discount and schemes cost
e) Less importance to Retail Design
f) Early Markdowns
g) Any other ____________________________________________

Q13) How much do you think Indian Retailers allocate budget for Visual Merchandising activities?

a) 5% of Sales
b) 10% of Sales
c) 20% of Sales
d) No Budget
e) Budget as per retailers wish
   (I.e. No specific amount any year)
f) Any other ________________________________

Q14) How do you quantify 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 & Repeat Purchase
g) Increase in Premium pricing strategy
h) Decrease in Cost on front end staff
i) Attracting more vendors

j) Any other____________________________________________________________

Q15) With regards to creating Visual Merchandising, What is your favourite Product category to work on & why?
   a) Apparels
   b) Consumer electronics
   c) Entertainment Retail
   d) Food & Grocery Retail
   e) Home & Office Furniture
   f) Jewellery Retail
   g) Time Wear Retail
   h) Footwear
   i) Sports
   j) Health & Pharmaceutical
   k) Toys
   l) Cosmetics & Perfumes
   m) Paints
   n) Photographic Equipments
   o) Any other____________________________________________________________

Q16) What is your USP or strength of style which keeps customer happy?

__________________________

Q17) Which aspect of Visual Merchandising are appreciated by the Mumbai Customer?
   a) Graphics
   b) Window Display
   c) Sensory Retailing
   d) Mall ambience
e) Broad Aisles

f) More space

Q18) Do you think Visual Merchandising is for elite outlet & elite target customers only?

Yes [ ] No [ ]

Q19) How important is Visual Merchandising for Cosmetics and Perfumes Category?

a) Not Important [ ]

b) Little Important [ ]

c) Very Important [ ]

d) Highly Important [ ]

Q20) What changes would you like to see in way projects for cosmetics & perfumes category are rolled out 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 & demonstration [ ]

f) Use of better lighting [ ]

g) Any other ________________________________

Q21) What according to you are the social and ethical responsibilities of a retailer and a visual merchandiser towards the customer, consumer, shoppers and general public?

______________________________________________________________________________________

______________________________________________________________________________________

______________________________________________________________________________________
An acknowledgement was taken from all the retailers, dealers and visual merchandisers in the below stated format.

To whomsoever it May Concern

This is to confirm the visit of Professor **Harmeet Kaur Bhasin** to our office on ______________ for the purpose of pursuing her PhD. titled

**“Study of Visual Merchandising practices in Retail Industry in Mumbai with special reference to Cosmetics and Perfumes”**.

We had a detailed discussion based on the questionnaire designed by her. We wish her all the best for her Endeavour and request her to share her findings with us for the benefit of the industry.

Name: ______________________

Designation: ______________________

Name of the Retail firm/Co. /Dealers Co. /Design firm

______________________
# Annexure -4 -Questionnaire for Consumers:

Name : ____________________

Age:
- a) 16-20
- b) 21-35
- c) 36 and above

Gender:
- a) Male
- b) Female

Occupation:
- a) Employed
- b) Business/others
- c) Professional
- d) Unemployed

Marital Status:
- a) Married
- b) Single

Qualification:
- a) Under graduate
- b) Graduate
- c) Post Graduate
- d) Professional

Income: (Individual Income Per month)
- a) 10,000- 25,000
- b) 26,000- 50,000
- c) 51,000 and above
- d) Dependent on parents/others income
<table>
<thead>
<tr>
<th>1.</th>
<th>A product being placed like a mess means that they are cheap.</th>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Your interest towards a product can be raised if you can see it clearly with the help of proper lighting and fixtures and helps you to make a right choice.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>3.</td>
<td>The colorful assortments of fast fashion products including cosmetics and perfumes in the window display could arouse your awareness and increase your interest to go into the store</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>4.</td>
<td>The tone of color and range of color of a fashion product including cosmetics and perfumes could affect your preference or buying decision.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>5.</td>
<td>The more shades, styles and variety are offered for you to choose from, the more likely you are going to buy the product.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>6.</td>
<td>The use of lights in different brightness to decorate the store would stimulate your preference towards product items and attracts your attention and also increases the possibility of making purchase.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>7.</td>
<td>You generally pick up styles and color which are put up on mannequins or are wore by the models in the visual display.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>8.</td>
<td>You would like to buy the products in an environment which allows you to touch and check the product.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>9.</td>
<td>Mood generated by music, fragrance in the store puts you at ease and stimulate your buying intentions especially for Cosmetics and Perfumes</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>10.</td>
<td>Mood generated by using dimmed lights increase your interest of shopping and gives a pleasant shopping atmosphere to concentrate on products</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>11.</td>
<td>Product arranged according to their shades, color, design and size attracts your attention and helps you in making a right choice.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>12.</td>
<td>You don’t mind picking up your fashion item you like the most even from a mess.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>13.</td>
<td>Products on sales gathered at one place during EOSS (end of season sale) can stimulate your buying intentions and reduce your shopping efforts.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>14.</td>
<td>When you are waiting for payment, you would pay attention to product items placed at the counter which helps you in buying the missed out products.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>15.</td>
<td>Size of the shop would affect your preference towards the products.</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>16.</td>
<td>Shop with music whispering can let you feel relaxing and helps to make a right decision while shopping</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>17.</td>
<td>Scents and fragrance in the store enlivens your mood, catch your attention and you buy more than what you have planned</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>18.</td>
<td>Females enjoy shopping for cosmetics and fragrance with good music and fragrance and the mood of shopping helps them to make a right choice of product.</td>
<td>YES</td>
<td>NO</td>
</tr>
</tbody>
</table>
19. You always pay attention to different window displays which gives you the idea and information about the merchandise available which in-turn helps you to start your buying process.

20. Frequent changes of the window display arouse your interest towards products of that store and also help you to learn about new merchandise arrivals.

21. Back-lighted signs are usually more outstanding at a cosmetic or perfume counters which helps to get the clear information to pick up the right product.

22. Signage in form of tags increases awareness and offers you more information about the product (e.g. Price, material) and attracts your attention and navigates you towards the merchandise.

23. The more information you have got about the product through display along with signage the more likely you will buy it.

24. You prefer to shop only in those retail outlets which has good space to move in with broad aisles and proper layout.

25. You tend to buy more (impulse buying) when your product is placed with another related product. (Cross merchandising) especially perfumes counter near the cosmetics counter.

26. You spend more number of hours of shopping than actually required in a well-organized, well arranged, self-servicing retail outlet with good ambience.

27. A good ambience with sensory retailing relieves stress, makes your day happy and makes you a fun shopper.

28. Good ambience which results from Visual Merchandising strategies is needed for helping consumers make buying decisions for cosmetics and perfumes.

29. A well-arranged display counter is very necessary for cosmetics and perfumes stores to help consumers pick up the right merchandise.

30. A well planned store with proper layout simplifies your shopping procedure for cosmetics and perfumes.

Thank You

Acknowledgement format of customers:

To whomsoever it may Concern

This is to confirm the meeting of Professor Harmeet Kaur Bhasin with me on _________ of the purpose of pursuing her PhD. title “Study of Visual Merchandising practices in Retail Industry in Mumbai with special reference to Cosmetics and Perfumes”. We had a detailed discussion based on the questionnaire designed by her. We wish her all the best.

Signature:____________________
**ANNEXURE – Part II**

A) Academic achievements

<table>
<thead>
<tr>
<th>Degree</th>
<th>University</th>
<th>Percentage and Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.Com</td>
<td>Mumbai</td>
<td>64%</td>
</tr>
<tr>
<td>M.Com</td>
<td>Mumbai</td>
<td>65%</td>
</tr>
<tr>
<td>B.Ed.</td>
<td>Mumbai</td>
<td>69%</td>
</tr>
<tr>
<td>S.E.T</td>
<td>Maharashtra</td>
<td></td>
</tr>
</tbody>
</table>

Teaching experience
- 17 years in Degree college
- 3 Years – P.D.Lions College (Malad)
- 14 Years – St. Andrews college (Bandra) -1999- Till date

B) List of Workshops attended for Research Methodology (2009-2013)

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Particulars</th>
<th>speaker</th>
<th>Enclosure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Attended a one day UGC sponsored National level workshop on 20th February, 2010 on Statistical application in commerce and Humanities” Organized by the Department of Mathematics and Statistics</td>
<td>Dr. s Kevin and D.P. Singh</td>
<td>Certificate</td>
</tr>
<tr>
<td>2.</td>
<td>Attended a Two day Workshop 14-15 April 2012 on Research Methodology for Social sciences at GNIMS.</td>
<td>Speaker – Sarvotan Kulkarni</td>
<td>schedule</td>
</tr>
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</table>

C) List of Publications (2009-2013)

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Particulars</th>
<th>Published in</th>
<th>Enclosure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Published an article “BRICK OR CLICK- THE BRAND FUTURE CONVERSATION”, Published in SANSMARAN Research Journal on E-Commerce,</td>
<td>Volume 2, December 2012, ISSN: 2278-7801.</td>
<td>Cover page and article page</td>
</tr>
<tr>
<td>2.</td>
<td>Published a Paper Title: VISUAL MERCHANDISING AND RETAIL DESIGN – A SCIENCE OF MASTERING RETAIL AND DEVELOPING CUSTOMER LOYALTY.</td>
<td>IJMR, Volume 1, issue 10(1) Jan 2013/ ISSN: 2277-9302</td>
<td>Cover page and article page</td>
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</table>
## D) List of presentations (2009-2013)

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Particulars</th>
<th>Enclosed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Presented a paper for International Commerce and Management Conference, Organized by University Department of Mumbai on Thursday, 17&lt;sup&gt;th&lt;/sup&gt; and 18&lt;sup&gt;th&lt;/sup&gt; December 2009. Paper Title: GLOBAL RECESSION: MANAGEMENT &amp; STRATEGIES FOR RETAIL REVIVAL IN CONTEXT TO INDIA,”</td>
<td>Certificate of presentation</td>
</tr>
<tr>
<td>2.</td>
<td>Presented a paper for <strong>International symposium</strong> on Management, Commerce and Social sciences (IRSMTES Jan 7&lt;sup&gt;th&lt;/sup&gt;&amp; 8&lt;sup&gt;th&lt;/sup&gt; -2013) Organized by Department of Commerce, Burhani College of Commerce and Arts, Burhani Institute of Management Studies and Research, Mumbai In Association with Choice Institute of Management Studies and Research, Pune, Paper Title: VISUAL MERCHANDISING AND RETAIL DESIGN – A SCIENCE OF MASTERING RETAIL AND DEVELOPING CUSTOMER LOYALTY.</td>
<td>Certificate of presentation</td>
</tr>
<tr>
<td>3.</td>
<td>Presented a paper for <strong>International Commerce and Management Conference</strong> (Jan 10&lt;sup&gt;th&lt;/sup&gt;&amp; 11&lt;sup&gt;th&lt;/sup&gt; -2013) On “Re-inventing Trade, Commerce and Management in Global scenario; Challenges and Opportunities” Organised by The University Department of Commerce, University of Mumbai. Jointly with Mahatma Education Society’s Pillai Group of Institutions, Paper Title: GLOBAL LOCALISATION OF VISUAL MERCHANDISING AND RETAIL DESIGN - INTERNATIONAL PERSPECTIVE. INDIAN CONTEXT.</td>
<td>Certificate of Presentation</td>
</tr>
</tbody>
</table>
## E) List of acknowledgements and appreciations

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Company</th>
<th>Letter issued by</th>
<th>Enclosed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Shoppers Stop</td>
<td>Gopal Asthana- CCA and Business Head</td>
<td>Acknowledgement and appreciation letter</td>
</tr>
<tr>
<td>2.</td>
<td>Lifestyle – Landmark group</td>
<td>Nimish Shah- COO</td>
<td>Acknowledgement and appreciation letter</td>
</tr>
<tr>
<td>3.</td>
<td>Gitanjali Lifestyle Limited</td>
<td>Ajay Nihalani- President</td>
<td>Acknowledgement and appreciation letter</td>
</tr>
<tr>
<td>5.</td>
<td>Texpert India Pvt. Ltd.</td>
<td>Yatish Pandey – Chairman and Managing Director</td>
<td>Acknowledgement and appreciation letter</td>
</tr>
<tr>
<td>6.</td>
<td>Fruit of the Loom India Pvt. Ltd.</td>
<td>Abhishek Mitra- Head Key Accounts and Retail</td>
<td>Acknowledgement and appreciation letter</td>
</tr>
</tbody>
</table>