LITERATURE REVIEW

Derry Law, Christina Wong, Joanne Yip, (2012), "How does visual merchandising affect customer affective response? An intimate apparel experience", is to investigate the relationship between visual merchandising elements and consumer affective response by focusing on a function-oriented product – intimate apparel. The result indicates that when products entail both utilitarian and aesthetic concerns, social and local values should also be addressed as they can affect consumer shopping mood, approach response and purchase decision.

Alireza Karbasivar, (2011), "Evaluating Effective Factors on Consumer Impulse Buying Behaviour", a study to examine the effect of four external cues (window display, credit card, promotional activities (cash discount, free product)) on consumer impulse buying behaviour. The four external variables discussed test indicated that in-store form (window display) has strongest effect on buying behaviour of consumers' and the other factors have weaker effect, also free products and ATM facility in the shop was recommended.

C.Selvarj, Dr. M Swaminathan (2011), "Brunt of visual merchandise on retail store penchant". The likely importance of quality and value for money as choice criteria was reinforced by strength of their relationship with satisfaction, variables like widow displays, various signage’s, size differentiation, colour and brightness generally believed to be one of the most important in determining store patronization and repeat patronization.

He concludes that widow displays, various signage’s, size differentiation, colour and brightness are important factors of visual merchandise.

Kim Jiyeon (2003) said due to increasing competition and the similarity of merchandise, retailers utilize visual merchandising to differentiate their offerings from others’ as well as to improve the desirability of products. The purpose of this research is to examine the relationship between college students’ apparel impulse buying behaviors and visual merchandising. The result of the present study proves that there is a pivotal relationship between college students’ impulse buying behaviors and two types of visual merchandising practices: in store form/mannequin display and promotional signage.

Aniruddha Akarte, Dr. Bharat Meghe, Dr. Amishi Arora (2012) “study of consumer buying behavior in organized retail apparel sector (with reference to men’s wear)”, understanding of Male consumer buying behaviour related to Indian environment and highlights the factors that highly influence consumer involvement in fashion clothing. Major factors that affect shopping stimulation among fashion shoppers are simulation/trial facilities, brand reputation, personalization possibilities and store attractiveness in reference to products and services, brand value, and price. The discussions in the paper emphasize major factors affecting purchase intentions of consumer towards fashion apparel in reference to socio cultural determinants and
perceived values associated with the product. The study had shown that when fashion cycles were shorter, the brand image and loyalty turned fragile.

Sonali Bannerjee, Sunetra Saha, (2012), “Impulse buying behaviour in retail stores”, study was to evaluate the stimuli that, trigger impulse buying and the effect of sensory cues in impulse buying behaviour. Sensory cues play a crucial role in predicting the impulse buying behaviour of the customers. They are successful in enticing the customers to make unplanned purchases which the customers don’t even come to know of. It can be said with some degree of confidence that the visual merchandising as well as other sight cues prove to be fairly successful in determining the consumer buying behaviour. The attitude and perception of customers towards impulse buying is largely shaped by the factors of visual merchandising and sensory cues of “sight”. Olfactory cues have only limited contribution to consumer buying behaviour. Sound and touch also play significant role in determining the amount of time a customer spends in a store and the result of increased time spent on the intention to purchase.

Dr. Tauseef Ahmad, (2011), “The Impulse Buying Behaviour of Consumers For The FMCG Products In Jodhpur”. The impact of various impulse buying factors like sales and promotions, placement of products, window merchandising, effective price strategy etc on customer impulse buying behaviour has been analyzed. This research that consumers purchasing products in the area of Jodhpur plan their purchases, having shopping lifestyle related to planned purchases and their post-decisions are also not guilty. The pre-decision stage of the purchasing associate these buyers with unplanned or impulse buying because these days stores are full of variety of products and a buyer can easily get interested in purchasing a product which appeals him or her while shopping the planned list of products and here pleasure principle comes into play.

(Kotler, 2000) defined satisfaction as “person’s feelings of pleasure or disappointment results from comparing a products perceived performance (or outcome) in relation to his or her expectations”. The key of achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than competitors’.

Muhammad Ali Tirmizi, Kashif-ul-Rehman, M.Iqbal saif (2009), in their study on “An Empirical Study of Customer Impulse Buying Behavior in Local Markets” have clearly indicated that there exists a weak association between customer lifestyle, fashion involvement and post decision stage of customer purchasing behavior with the impulsive buying behavior.

Johan Anselmsson (2006) “on sources of customer satisfaction with shopping malls, a comparative study of different customers segments”, a study mainly focused on customer satisfaction and visit frequency at shopping malls among customer segments based on age and gender. It was found eight underlying factors are important to customer satisfaction. Those are
selection, atmosphere, convenience, sales people, refreshments, location, and promotional activities and merchandising policy.

Rajagopal (2008) in his “Study on point of sales promotions and buying stimulation in retail stores” analyses buying behaviour in reference to the point of sales promotion offered by retailing firm and the determinants of sensitivity towards stimulating shopping arousal and satisfaction customer in order to build store loyalty have been discussed in this paper. It is found that loyal customers are attracted to the store brands.