OBJECTIVES

1. To understand the various components of Visual Merchandising and whether it influences the purchase decision of the customer.

2. To study the impact of exteriors of the retail store and whether it attracts customer inside the store.

3. To understand the relationship between different merchandise displays and customer buying behavior

4. To investigate the relationship between retail store space and customers decision to buy.

5. To analyze the importance of in-store print advertising signage and its influence on decision to buy.

6. To measure the effectiveness of visual merchandising as a key performance indicator.

7. To identify the major problems and challenges experienced by the retail outlet in visual merchandising.