

Role of Visual Merchandising in Influencing Consumer Shop Choice in Textile Retailing

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Abstract

Visual merchandising plays a significant role in influencing consumer shop choice decisions in textile retail shops. It involves the strategic presentation of products through store layout, window displays, mannequins, lighting, color combinations, and promotional signage to create an attractive shopping environment. Effective visual merchandising helps capture the attention of potential consumers, enhances the aesthetic appeal of the store, and communicates the brand image and product offerings. In textile retail shops, well-organized displays and appealing presentations can encourage consumers to enter the store, explore products, and develop a positive perception of the brand. This study focuses on examining the effectiveness of visual merchandising techniques and their impact on consumer shop choice decisions. The findings suggest that attractive and well-planned visual merchandising strategies significantly influence consumer behavior by increasing store visits, improving consumer engagement, and encouraging purchase decisions in textile retail environments.

Keywords: Consumer, shop, preference, textile, retail, visual, merchandising, window display

Introduction

The retail textile industry is highly competitive, and retailers constantly seek effective strategies to attract consumers and influence their shopping decisions. One of the most important tools used in retail stores is visual merchandising. Visual merchandising refers to the strategic presentation of products through shop layout, window displays, mannequins, lighting, color schemes, and signage to create an appealing shopping environment. In textile retail shops, attractive displays and well-organized product arrangements help capture the attention of potential consumers and encourage them to enter the store. A visually appealing store environment not only enhances the overall shopping experience but also plays a crucial role in shaping consumers' perceptions about the quality and value of the products offered.

Consumer shop choice decision is influenced by several factors, including product variety, price, brand reputation, and store atmosphere. Among these factors, visual merchandising has become an essential marketing tool that directly affects consumer behavior in retail settings. Effective visual merchandising helps retailers communicate their brand identity, highlight new collections, and create an emotional connection with consumers. When consumers find a store visually attractive and easy to navigate, they are more likely to spend time exploring products and making purchase decisions. Therefore, understanding the effectiveness of visual

merchandising in influencing consumer shop choice decisions is important for textile retailers who aim to improve consumer engagement and increase sales performance.

Review of Literature

Pradeep Randiwela, W.M.C.B. Wanninayake, (2007) in the article title, “The Impact of Visual Merchandising on Consumer Store Choice Decisions in Sri Lankan Supermarkets,” investigates how visual merchandising strategies affect consumer preferences in a growing retail market. The authors note that supermarkets in Sri Lanka began expanding rapidly after the 2000s, making visual merchandising a crucial competitive tool. The study uses both primary data (surveys and consumer feedback) and secondary data (industry reports and literature) to analyze how elements such as product arrangement, store layout, signage, and promotional displays shape consumer perceptions. Findings reveal that visual merchandising plays a decisive role in consumer store choice as shoppers are more likely to select supermarkets that provide attractive displays, organized layouts, and visible promotions.

Ajith K. Thomas (2018), “The Impact of Visual Merchandising on Impulse Buying Behavior of Retail Customers,” investigates how visual merchandising elements such as store layout, product arrangement, lighting, signage, and promotional displays affect impulse buying behavior among retail customers. Using a survey-based methodology, the authors collected primary data from shoppers to analyze their perceptions and buying patterns in response to visual merchandising strategies. The findings reveal that well-designed displays and appealing store atmospheres significantly increase impulse buying, as customers are more likely to make unplanned purchases when they encounter visually stimulating environments.

Anuradha Mishra, Dr. Bidhu Bhusan Mishra (2022) in the article title, “Effects of Visual Merchandising on Consumer Perception in Stores at Bhubaneswar,” explores how different elements of store presentation influence customer attitudes and buying behavior. Using a structured questionnaire with 106 respondents and statistical analysis through correlation and regression, the study finds that window displays, interior presentation, and store layout significantly enhance consumer perception, while mannequin displays show a negative effect and color/lighting prove statistically insignificant. The study concludes that visual merchandising acts as a silent salesperson, encouraging impulse buying and enhancing store image, but retailers must regularly update displays to maintain consumer interest.

James Tetteh Ademtsu, Dinah Bridget Oduraa Osei (2024), “The Effect of Visual Merchandising on Consumer Behaviour in Textile Retail Stores,” examines how visual merchandising impacts consumer behavior specifically within textile retail stores, where product presentation and ambiance strongly influence shopping experiences. The research methodology relies on survey-based data collection and observational analysis, allowing the authors to capture both consumer perceptions and behavioral responses to different merchandising techniques. Findings reveal that attractive displays, organized layouts, and effective use of lighting significantly enhance consumer engagement, encouraging longer store visits and increasing purchase intention. The research concludes that visual merchandising is not just a decorative practice but a strategic marketing tool that directly affects consumer satisfaction, loyalty, and overall sales performance in textile retail.

Roba Anjum Lali Priya (2025), “Visual Merchandising Mastery: Evaluating the Efficacy of Window Displays in Customer Attraction,” The paper aims to evaluate how window displays influence consumer behavior, particularly in terms of attraction, interest, and store entry. The study is structured as a review article, synthesizing prior research in fashion and retailing. It draws on both theoretical perspectives and empirical findings to assess the psychological and behavioral impact of visual merchandising. The authors highlight that window displays are often the first point of contact between a store and potential buyers, serving both aesthetic and strategic purposes. Findings reveal that creative, well-structured, and emotionally engaging window displays significantly increase foot traffic and purchase intention, as they help customers visualize products in real-life contexts. The study concludes that window displays are not merely decorative but act as silent salespersons, bridging the gap between product presentation and consumer imagination.

Statement of Problem

In the modern textile retail market, competition among retail shops has increased significantly, making it difficult for retailers to attract and retain consumers. Consumers today have many options when choosing where to shop for textile products, and their decisions are influenced not only by price and product quality but also by the overall store environment. Visual merchandising, which includes elements such as window displays, mannequins, lighting, store layout, and product arrangement, plays an important role in creating an appealing shopping atmosphere. However, many textile retail shops do not effectively implement visual merchandising strategies, which may reduce their ability to capture consumer attention and influence shop choice decisions. Therefore, it becomes necessary to study the effectiveness of visual merchandising and understand how it impacts consumer shop choice decisions in textile retail shops.

Objectives:

- To study the role of visual merchandising system in textile retail shops
- To identify the influence made by the shop ambience on consumer shop preference.
- To find out the influence made by the window display to encourage consumer's buying decisions.

Importance of the Study

In a highly competitive retail market, attractive store displays, proper lighting, effective product arrangement, and appealing window displays play a significant role in attracting consumers and encouraging them to enter a store. Visual merchandising helps create a positive shopping environment and enhances the overall consumer experience, which can directly affect consumers' purchase decisions. By analyzing the impact of visual merchandising on consumer behavior, this study provides valuable insights for textile retailers to improve their store presentation strategies. The findings of the study can help retailers design more effective visual merchandising techniques to attract consumers, increase sales, and build a strong store image in the textile retail industry.

Research Methodology

Research Design:

The study will adopt a descriptive research design, which is systematic and well-structured in nature. This design is suitable for describing and analysing the characteristics and opinions of respondents related to the research topic. Data will be collected through a structured questionnaire, which will be tested for reliability to ensure accuracy and consistency by using SPSS package. The survey will be conducted among respondents across different areas of Kanyakumari to gather relevant information for the study.

Sampling Method:

This study, a sample size of 385 respondents will be selected from different segments of kanniyakumari city to gather relevant data for the research. The study will use purposive random sampling, where respondents are intentionally chosen based on their relevance to the research topic while maintaining a level of randomness in selection. Data will be collected through a structured questionnaire to ensure consistency and reliability in the responses.

Statistical Methods:

The statistical methods used in the analysis were percentage and ANOVA is used to analyses factor influencing to consumer shop preference.

Findings and Analysis**Table: 1****Demographic Profile of the Respondents**

Variables		No of Respondents	Percentage
Gender	Female	217	56.4
	Male	168	43.6
Total		385	100
Age	Less than 20	38	9.9
	21-30	180	46.7
	31-40	77	20
	Above40	90	23.4
Total		385	100
Marital Status	Married	202	52.5
	Unmarried	183	47.5
Total		385	100
Education Qualification	School Level	28	7.3
	Graduate	183	47.5
	Post Graduate	96	24.9
	Professionals	78	20.3
Total		385	100
Monthly income	Up to 30,000	82	21.3
	30,000 – 40,000	123	31.9
	40,000 – 50,0000	96	24.9

	Above 50,000	84	21.9
Total		385	100
Occupation	Daily Wage	157	40.7
	Private Employee	118	30.5
	Government Employee	78	20.5
	Business	32	8.3
Total		385	100
Average time spent in shop	Within 1 hour	115	29.9
	1 to 2	102	26.5
	2 to 3	86	22.3
	3 and above	82	21.3
Total		385	100
Preferred day to visit the shop	Week days	82	21.3
	Weekend	125	32.5
	Both days	178	46.2
Total		385	100
Preferred day time to visit the shop	Morning	94	24.4
	Afternoon	75	19.5
	Evening	113	29.3
	Night	103	26.8
Total		385	100
Do you check window displays before entering shop?	Always	197	51.2
	Some times	112	29.1
	Never	76	19.7
Total		385	100
Does unplanned shopping happen after seeing the displays?	Always	99	25.7
	Some times	192	49.9
	Never	94	24.4
Total		385	100
Which type of display you prefer?	Theme display	102	26.5
	Digital Board	77	20
	Visualized display	85	22.1
	Mannequin display	121	31.4
Total		385	100

Source: Primary Data

It is clear from table 1, female respondents are 217 (56.4%) and male respondents are 168 (43.6%)

38 respondents (9.9%) are lies in the age group of less than 20 years, 180 respondents (46.7%) are lies in the age group of 21-30 years. 77 respondents (20%) are lies in the age group of 31-40 years. 90 respondents (23.4%) are lies in the age group of above 40 years.

202 respondents (52.5%) are married and 183 respondents (47.5%) are unmarried.

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28 respondents (7.3%) have qualified with school level education 183 respondent (47.5%) have qualified with under graduate level. 96 respondents (24.9%) have qualified with post graduate level. 78 respondents (20.3%) have qualified with professional degree.

82 respondents (21.3%) earned below Rs.30,000, 123 respondents (31.9%) earned Rs.30,000 to 40,000, 96 respondents (24.9%) earned Rs.40,000 to 50,000, 84 respondents (21.9%) earned above Rs.50,000.

157 respondents (40.7%) are daily wages, 118 respondents (30.5%) are private employees, 78 respondents (20.5%) are government employees, and 32 respondents (8.3%) are in their own business.

115 respondents (29.9%) spent less than 1 hour in the shop, 102 respondents (26.5%) spent 1 to 2 hours in the shop 86 respondents (22.3%) spent 2 to 3 hours in the shop and 82 respondents (21.3%) spent above 3 hours in the shop.

82 respondents (21.3%) prefer week days to visit the shop, 125 respondents (32.5%) prefer weekend to visit the shop, 178 respondents (46.2%) prefer both days to visit the shop.

94 respondents (24.4%) prefer morning time to visit the shop, 75 respondents (19.5%) prefer afternoon time to visit the shop, 113 respondents (29.3%) prefer evening time to visit the shop, 103 respondents (26.8%) prefer night time to visit the shop.

197 respondents (51.2%) always check window display before entering the shop. 112 respondents (29.1%) sometimes check window display before entering the shop. 76 respondents (19.7%) never check window display before entering the shop.

99 respondents (25.7%) always do unplanned shopping after seeing the display 192 respondents (49.9%) sometimes do unplanned shopping after seeing the display 94 respondents (24.4%) never do unplanned shopping after seeing the display.

102 respondents (26.5%) prefer theme display, 77 respondents (20%) prefer digital board, 85 respondents (22.1%) prefer visualized display and 121 respondents (31.4%) prefer mannequin display.

Research Hypothesis

H1: There is no significant difference in factor influence in consumer shop preference in shop layout due to age

H2: There is no significant difference in factor influence in consumer shop preference in window display due to age

The following analysis examines the impact of age factor on consumer shop preference over the shop layout and window displays. The aim of this study was to know the factor influence in consumer shop preference in major cities of Kanniyakumari District of Tamil Nadu.

Table 2

Age and Factor Influence in Consumer Shop Preference for Shop Layout

		Sum of Squares	df	Mean Square	F	Sig.	Remark
Shop cleanliness & fragrance	Between Groups	10.525	3	3.508	3.432	.017	Reject
	Within Groups	389.491	381	1.022			
	Total	400.016	384				
Shop color & lighting	Between Groups	10.556	3	3.519	3.498	.016	Reject
	Within Groups	383.185	381	1.006			
	Total	393.740	384				
Playing music or songs	Between Groups	10.961	3	3.654	3.683	.012	Reject
	Within Groups	378.010	381	.992			
	Total	388.971	384				
Design layout	Between Groups	10.614	3	3.538	3.518	.015	Reject
	Within Groups	383.126	381	1.006			
	Total	393.740	384				
Interior presentation	Between Groups	10.703	3	3.568	3.537	.015	Reject
	Within Groups	384.269	381	1.009			
	Total	394.971	384				
Product positioning	Between Groups	10.964	3	3.655	3.635	.013	Reject
	Within Groups	383.052	381	1.005			
	Total	394.016	384				
Well organized product	Between Groups	10.710	3	3.570	3.483	.016	Reject
	Within Groups	390.552	381	1.025			
	Total	401.262	384				

Source: Primary with computed data

An analysis of the data provided in table 2 the p value of the variables Shop cleanliness & fragrance, Shop color & lighting, Playing music or songs, Design layout, Interior presentation, Product positioning, and well organized product are less than 0.05 at the 5% level of significant. Hence null hypothesis for these variables are rejected. It is concluded that there is a significant difference between shop layout variables and age in influencing consumer shop preference. Thus, age has a significant influence on consumer shop preference towards shop layout.

Table 3

Age and Factor Influence in Consumer Shop Preference in Window Display

		Sum of Squares	df	Mean Square	F	Sig.	Remark
Visualize product display	Between Groups	10.592	3	3.531	3.518	.015	Reject
	Within Groups	382.379	381	1.004			
	Total	392.971	384				
Mannequin display	Between Groups	11.445	3	3.815	4.029	.008	Reject
	Within Groups	360.727	381	.947			

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	Total	372.171	384				
Brand image display	Between Groups	10.945	3	3.648	3.748	.011	Reject
	Within Groups	370.899	381	.973			
	Total	381.844	384				
Promotional offerings at the entrance	Between Groups	10.708	3	3.569	3.617	.013	Reject
	Within Groups	375.926	381	.987			
	Total	386.634	384				
Display seasonal themes	Between Groups	11.253	3	3.751	3.869	.010	Reject
	Within Groups	369.381	381	.970			
	Total	380.634	384				
Display festival themes	Between Groups	11.075	3	3.692	3.742	.011	Reject
	Within Groups	375.896	381	.987			
	Total	386.971	384				
Sale or discount at the entrance	Between Groups	10.712	3	3.571	3.547	.015	Reject
	Within Groups	383.486	381	1.007			
	Total	394.197	384				

Source: Primary with computed data

It is clear from the above table 3 the p value of the variables Visualize product display, Mannequin display, Brand image display, Promotional offerings at the entrance, Display seasonal themes, Display festival themes, and Sale or discount at the entrance are less than 0.05 at the 5% level of significant. Hence null hypothesis for these variables are rejected. It is concluded that there is a significant difference between window display variables and age in influencing consumer shop preference. Thus, age has a significant influence on consumer shop preference towards window display.

Suggestions

Textile retailers should design attractive and creative window displays to capture the attention of passersby and encourage them to enter the shop.

Products should be arranged in a neat and organized manner so that consumers can easily locate and select the items they need.

Proper lighting and appealing color combinations should be used to highlight textile products and create a pleasant shopping atmosphere.

Retailers should frequently change and update their in-store displays according to new trends, seasons, and festive occasions to maintain consumer interest and attract more shoppers.

Recommendations

Textile retailers should adopt creative and innovative visual merchandising techniques to make the shop more attractive and appealing to consumers.

Retail employees should be trained in effective visual merchandising practices to ensure proper product display, shop organization, and attractive presentation.

Retailers should design displays based on current fashion trends, seasons, and festival occasions to attract consumers and influence their shopping choices.

Retailers should regularly assess consumer preferences and feedback to improve visual merchandising strategies and enhance the overall shopping experience.

Conclusion

The study highlights that visual merchandising plays an important role in influencing consumer shop choice in textile retailing. Attractive window displays, proper lighting, organized product arrangements, appealing color combinations, and creative in-store displays help capture the attention of consumers and encourage them to enter the shop. These visual elements create a positive first impression and enhance the overall shopping environment, which can significantly affect consumers' perceptions and buying decisions. Effective visual merchandising not only showcases the products attractively but also helps consumers easily locate and evaluate the merchandise.

Furthermore, the findings indicate that well-planned visual merchandising strategies can improve consumer satisfaction and strengthen the store's image in the competitive textile retail market. Retailers who focus on creative and appealing shop presentations are more likely to attract consumers, increase shop visits, and encourage purchase decisions. Therefore, textile retailers should continuously update their visual merchandising techniques to meet changing consumer preferences and market trends by doing so; they can enhance the shopping experience, build consumer loyalty, and achieve better sales performance.

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